SEPTEMBER 15, 1947 NAB CONVENTION ISSUE PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WOR

why is this one of the strangest words in the world?

WOR is not a complicated word. It is one of the simplest arrangements of letters in the English alphabet. And yet, WOR is one of the strangest words in the world.

The reason for this is, that though WOR is a simple thing to write and say, its meanings are as numerous as the desires and hopes and thoughts of the millions of listeners who hear it and the hundreds of advertisers who use it from day to day.

WOR is the intimate, informative voice that strips the edge off life's loneliness for a blind veteran in Camden.

WOR is the power-full station that will prompt thousands of people to buy, and keep on buying, the product of two brighteyed young manufacturers who have built a small plant out in Lancaster.

WOR is the great reminder to hundreds of thousands of listeners on the Eastern Seaboard that some of America's greatest corporations are making products better than any they have ever owned, at prices as low as any they have ever paid.

WOR is the comforting plea for a little dog lost; the flash bulletin of a hurricane rolling north, the loved voices of such loyally-listened-to personalities as John Gambling, Martha Deane, Alfred McCann, Uncle Don, Stan Lomax and many, many others.

WOR is these and thousands of other things to millions of people in seven great states.

Small wonder then that WOR need only ask to have its listeners perform near-miracles for WOR sponsors day in and day out, year after year.

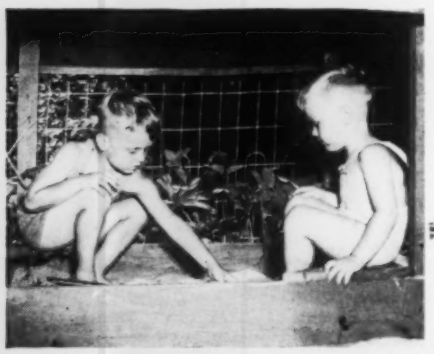
MUTUAL

1947 RADIO ADVERTISERS BY PRODUCT GROUPS—SEE PAGE 68

Pleasant, well-shaded, white house where the Ihnes have lived for three years.

Third and newest Ihne child, Linda Mae, 7 months, enjoys breakfast with mother.

Merle, Sr., always has a big garden. Here he is with his productive grape arbor.



Merle, Jr., age 5½, and John Wesley, 3½, play in the sand pile Dad built for them.

THIS IS THE

Merle H. Ihne family

OF WINNEBAGO, ILLINOIS

Merle H. Ihne, Sr., works in the personnel department of the huge J. I. Case farm implement plant in Rockford, Illinois. He "commutes" from a comfortable, white frame home in the nearby, rural community of Winnebago, where his three youngsters are exposed to country-fresh air and sunshine.

The Ihnes, both farm-reared, are a thorough WLS family. It was at a WLS home talent show eight years ago, that Mr. and Mrs. Ihne first got acquainted. Their second son, John Wesley, is named for our widely-known staff pastor, Dr. John Wesley Holland.

Like many other middlewestern families, the Ihnes find not one but *many* favorite programs on WLS . . . Dr. Holland's devotional quarter-hour, Rex Allen's western ballads, Dinner Bell Time, the WLS National Barn Dance, Doc Hopkins, Mac and Bob . . . and, of course, the weather and news.

For twenty-three years, our microphones have been focused on homes and families like this one. Our friendly service and entertainment have made them friends of WLS . . . the kind of loyal friends and listeners that bring such satisfactory advertising results.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX...KTUC, TUCSON...KSUN, BISBEE-LOWELL-DOUGLAS

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2 p

2 p

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5

OFFICIAL PROGRAM OF NAB CONVENTION
Convention Hall, Atlantic City, Sept. 15-18

MONDAY, SEPT. 15

9 a.m.-5 p.m.—Registration, Lobby. Exhibits by NAB Associate Members, Main Arena Floor.

9 a.m.—Retail Advertising Clinic, Room 20. "Case Histories Come to Life." Moderator: William T. White, sales manager, Wieboldt Stores, Chicago. Participants: Myrtle Green, Wieboldt Stores; L. H. Foster, sales promotion manager, The Fair, Chicago; Julian Trivers, publicity director, William Hengerer's Co., Buffalo; Joe DuMond, president, KXEL Waterloo, Ia. Summary and application: Eugene Carr, general manager, Brush-Moore Stations.

9:30 a.m.—Program Clinic, Room B. Harold Fair, NAB Program Director, presiding. "The Program Manager's Job," John M. Outler Jr., WSB Atlanta. "Using Music," Merritt E. Tompkins, American Music Publishers; Sydney M. Kaye, general counsel, BMI; "Programming," Paul Whiteman, musical director, ABC; Sydney Kaye, BMI general counsel; Norman Cloutier, musical director, NBC Thesaurus; Harrison Kerr, executive secretary, American Composer's Alliance. Discussion. "Public Interest Programming," Edgar L. Bill, WMBD Peoria, chairman; Robert Saudek, ABC; Bill Bryan, KMUS Muskogee, Okla.

9:30 a.m.—Broadcast Engineering Conference, Room A. "Recent Television Developments," O. B. Hanson, NBC. "FM Transmitter Facilities Construction Problems," Paul A. deMars, consultant; "Recent Audio Developments," John Colvin, ABC; "Transmitter Maintenance for the Small and Medium Sized Stations," G. Porter Houston, WCBM Baltimore, and Alfred E. Towne, KSFO San Francisco; "Directional Antennas, Their Care and Maintenance," Dixie B. McKey, consultant; "Technical Regulation of Radio," George P. Adair, consultant; FCC Industry roundtable, George E. Sterling, chief engineer FCC and staff.

9:30 a.m.—Research Committee, Room 15.

9:30 a.m.—Public Relations Executive Committee and District Chairmen, Room 6.

9:30 a.m.—Employe-Employer Relations Executive Committee and District Chairmen, Room 21.

9:30 a.m.—Music Advisory Committee, Room 18.

12:30-2:30 p.m.—Joint Broadcast Advertising-Program Clinic Luncheon, Grand Ball Room (West). M. C., Barbara Welles, WOR New York; "How to Build Programs for Sale," Harold E. Fellows, WEEI Boston; "Effective Coordination Between Sales and Program Departments," Gordon Gray, WIP Philadelphia.

12:30-1:30 p.m.—Joint Engineering and Employee-Employer Relations Luncheon, Grand Ball Room (East).

2 p.m.—Employe - Employer Relations Clinic, Room 21 (Restricted to Station Managers and Owners). Moderator, Richard P. Doherty, Director, NAB Employe-Employer Relations Dept. Panel participants—Frank K. White, vice president, CBS; Ernest de la Ossa, director of personnel, NBC; Harold Essex, general manager, WSJS Winston-Salem; C. L. Thomas, general manager, KXOK St. Louis; Herald Beckjorden, assistant executive secretary, AAAA; Samuel Ganz, assistant to deputy administrator, Wage & Hour Division, U. S. Dept. of Labor; Ivar H. Peterson, Office of General Counsel, NAB.

2 p.m.—Broadcast Advertising Clinic, Room 20. Commission on talent charges; extra charges for station services; brokerage of time; combining products to earn discounts; sales practices; general-retail rate structure and definitions; prospective industry presentation; reports on television; agency recognition bureau; sales administration.

2 p.m.—Program Clinic (continued) Room B. Farm Service Programming: Herb Plambeck, WHO Des Moines; John J. Gillin, WOW Omaha; Harold Safford, WLS Chicago; Layne Beaty, WBAP Fort Worth; discussion. Selecting Time for Local Programs and Spots: Ralph Hardy, KSL Salt Lake City; discussion. Disc Jockey Programs: Charles Crutchfield, WBT Charlotte; William Adams, WHEC Rochester; discussion.

2 p.m.—Legislative Committee, Room 18.

2 p.m.—Joint NAB-BMB Technical Subcommittee, Room 15.

TUESDAY, SEPT. 16

9 a.m.-5 p.m.—Registration and Exhibits.

10 a.m.—General Session, Main Arena Floor. Call to order, Campbell Arnoux, WTAR Norfolk, chairman Convention Program Committee.

"Radio Broadcasting — A Dynamic Force in National and World Affairs," Justin Miller, NAB president.

Address, Goar Mestre, vice president, Inter-American Broadcasters Assn.

Address, Joseph Sedgwick, general counsel, Canadian Assn. of Broadcasters.

12:30 p.m.—General Luncheon, Ball Room. Music, Of and By BMI; Address, Rep. Clarence F. Lea (R-Calif.); Adm. W. H. P. Blandy, USN, Commander - in - Chief, Atlantic Fleet; BMI Publishers and Their Hits, Carl Haverlin, president BMI, presiding.

2:30 p.m.—General Session, Main Arena Floor. Assn. of Women Broadcasters, Dorothy Lewis, NAB Coordinator of Listener Activities, presiding:

"Radio Guards Our Liberties"—Robert R. Wason, chairman of the board, National Assn. of Manufacturers and President Manning, Maxwell & Moore.

"The Woman Broadcaster Speaks"—Mary Margaret McBride, WNBC New York; Ruth Crane, AWB acting president.

3 p.m.—"Radio Management Tomorrow —Problems of Service and Survival," under auspices of NAB Small Market Stations Committee. Presiding, Wayne W. Cribb, KHMO Hannibal, Mo.

"Community Leadership"—Michael R. Hanna, WHCU Ithaca, N. Y.

"Coordinated Programming" — Simon Goldman, WJTN Jamestown, N. Y.

"A Formula for Creative Selling"—John F. Meagher, KYSM Mankato, Minn.

"Music's Importance in Broadcasting" —Robert T. Mason, WMRN Marion, O.

"Office Management" — R. Sanford Guyer, WBTM Danville, Va.

"Sales Promotion"—Hugh M. P. Higgins, Assistant Director of Broadcast Advertising, NAB.

"Local and National News"—A. E. Spokes, WJOY Burlington, Vt.

"Proposed Revision of Operator Licenses and Requirements"—Marshall H. Pengra, WBOM Oak Ridge, Tenn., and George Sterling, chief engineer FCC.

7:30 p.m.—Annual banquet, Ball Room.

WEDNESDAY, SEPT. 17

9 a.m.-5 p.m.—Registration and Exhibits.

10 a.m.—General Session, Main Arena Floor. Call to Order, Carl Burkland, WTOP Washington, chairman, Research Committee.

Facts for Management: Panel, Broadcast Measurement Bureau, President Justin Miller introducing Hugh Feltis, BMB; Hugh Terry, KLZ Denver; G. Richard Shafto, WIS Columbia, S. C.; Paul W. Morency, WTIC Hartford.

"The Truth of the Matter"—Kenneth H. Baker, director, NAB Research Dept.

11:30 a.m. — Election, Directors-at-Large.

12:30 p.m.—General Luncheon, Ball Room.

Address, Charles R. Denny, Chairman, FCC.

2 p.m.—General session, Main Arena Floor.

"Building Sound Employe Relations" —Richard P. Doherty, Director, Employe-Employer Relations Dept.

3 p.m.—"The Sales Foundation of the American System of Broadcasting" —by the All-America Radio Team with Don Elias, WWNC Asheville, N. C., as moderator: J. Leonard Reinsch, Cox Stations (general manager); Norman Boggs, WLOL Minneapolis (sales manager); Donald D. Davis, WHB Kansas City (program director); Thomas D. Connolly, CBS (sales promotion); Howard S. Frazier, Frazier & Peter (chief engineer); William N. Connolly, S. C. Johnson & Son (advertiser).

7 p.m.—Joint Dinner, AAA, ANA, NAB Board of Directors, Surf Room, Ambassador Hotel.

THURSDAY, SEPT. 18

10 a.m.—General Session, Main Arena Floor. Call to order, Justin Miller, NAB president. Membership Session, Standards of Practice for American Broadcasters.

12:30 p.m.—General luncheon, Ball Room. Speaker, James F. O'Neil, national commander, American Legion.

2:30 p.m.—General session, Main Arena floor. Membership Session. Music. Resolutions.

5 p.m.—Adjournment (sine die).

NAB CONVENTION FACTS

ACTIVITIES center around Convention Hall, Atlantic City, including general sessions, luncheons, the Tuesday night banquet and committee meetings. Exhibits are located on the main arena floor, with a large lounge between the exhibits and the auditorium.

NAB headquarters office is at Room 2, Georgia Ave. side of auditorium, second floor. NAB registration desk and information center is in the lobby. Staff headquarters is in Room D.

Meeting rooms are scattered around arena floor and balcony. Banquet hall is in balcony.

BROADCASTING'S private editorial headquarters is Room 5, second floor, Georgia Ave. side, Convention Hall; additional editorial workrooms at Strand Hotel.

Special clinic sessions scheduled Monday; general sessions to be held Tuesday, Wednesday and Thursday. Old board meets Sunday; new board meets Friday.

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Special Convention Events

Monday, Sept. 15

8 a.m.—Program Panel participants breakfast, Executive Grill, Ambassador Hotel.

6 p.m.—ABC Affiliates Meeting, Cambridge Room, Claridge Hotel.

6 p.m.—MBS Affiliates Meeting, Westminster Hall, Chelsea Hotel.

Tuesday, Sept. 16

8 a.m.—Louisiana Assn. of Broadcasters breakfast, Surf Room, Ambassador Hotel.

2 p.m.—BMB program participants, Executive Grill, Ambassador Hotel.

2 p.m.—Recording and Reproducing Standards Committee, Room 215, Convention Hall.

4 p.m.—Clear Channel Broadcasters, Inc., Room 6, Convention Hall.

Wednesday, Sept. 17

8:30 a.m.—Engineering Committee breakfast meeting, Embassy Room, Ambassador Hotel.

(Continued on page 46)

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING ... at deadline

Closed Circuit

CONCERN EVINCED at FCC over number of stations being sold shortly after or even before going on air. Agency lawyers watching closely for symptoms of "trafficking." Prices in some cases exceed "good will" that could have been built up, officials say, citing case in which owner reportedly made over $200,000 profit on sale of year-old 250-watter.

APROPOS STATION sales, question of brokers' activities and brokerage fees has arisen several times and official eye is being kept on this phase in lookout against trafficking, but officials say no formal inquiry is under way.

CODE argument may develop at NAB convention over fact some stations crowd large numbers of spot announcements into programs to make good showing on logs. Due to FCC Blue Book policy, bunching of announcements permits higher percentage of sustainers. Stations claim FCC itself is responsible for what they concede is unhealthy trend.

MIXUP in "A" and "B" symbols used for FM stations, perhaps stemming from FCC juggling last year, had NAB wondering last week if enough station members could be mustered to produce 25 minimum necessary to qualify for directors-at-large. NAB books showed nearly 100 A stations, less than score of Bs. But checkup showed bookkeeping was twisted and officials did not know Friday whether one or two FM directors would be elected.

AMONG NUMEROUS rump, satellite and impromptu sessions during NAB Convention week in Atlantic City will be reunion of Broadcasters Mission to ETO of 1945. So-called VIPs, headed by NAB President Justin Miller, and J. Leonard Reinsch, radio adviser to President Truman, plan to foregather for Wednesday supper at call of international potentate Clair McCollough.

DANCER-Fitzgerald-Sample Inc., New York, last week recommended test spot announcement campaign to Standard Brands for its V8 Catsup and V8 Chili Sauce to start as soon as product is distributed nationally.

WHITEHALL PHARMACAL Co., New York, plans spot campaign for Guard's cold tablets in about 20 major markets beginning mid-October. In addition to spots, advertiser will use trailers on *Front Page Farrell*, Monday through Friday on NBC and on *Real Stories* Fridays on MBS. Dancer-Fitzgerald-Sample, New York, is agency. Campaign will run throughout cold season.

PAUL D. P. SPEARMAN, Washington attorney and former FCC general counsel, almost became candidate for Senate seat of Theodore G. Bilbo. Urged by Mississippi Democratic leaders to file, Mr. Spearman went home for firsthand look but decided against running. He was bitter political foe of Bilbo.

Upcoming

Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.

Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.

NBC SUPPORTS NAB CODE, URGES ACTION 'NOW'

NBC became first network publicly to urge support of NAB Code when Niles Trammell, NBC president, told affiliates meeting in Atlantic City Friday that NBC was "in favor of a new code and a new code now."

Earlier Ken R. Dyke, NBC administrative vice president and member of NAB Code Committee, asked affiliates to "give the code your most serious thought." Mr. Dyke said he believed it "important that action be taken at this meeting," referring to NAB convention.

At luncheon meeting of NBC affiliates Kent Cooper, executive director of Associated Press, spoke out for freedom of speech and press unimpaired by government control and said radio and press should "unite" to keep Americans best informed peoples in world.

AVCO RULE INTERPRETED

FCC'S AVCO RULE does not "contemplate or countenance" unique considerations which have effect of eliminating possible competition which rule is designed to encourage. So Commission indicated Friday in proposed decision to deny assignment of license of FM station WABW and construction permit for AM station WBBW, both Indianapolis, from Associated Broadcasters Inc. to Evansville on the Air Inc. Instead it proposed to grant assignment to competitor, Radio Indianapolis Inc.

Evansville, as consideration to Associated which did not wish to give up whole interest in stations, had offered 1350 shares in Curtis Corp., parent firm; loan of personnel and funds to aid operation, and board representation in Curtis and Evansville for Associated.

Weather Warning

DEPT. OF COMMERCE may crack down on stations using musical weather forecasts unless greater caution is used in giving correct reports. Weather Bureau notified such stations of U. S. Criminal Code provisions making persons issuing false or counterfeit weather forecasts subject to $500 fine or imprisonment up to 90 days. Bureau also claims sponsorship of such reports is contrary to law. Jack Starr, head of Starr Productions, Chicago, which produces "Temperatunes," asked for clarification and was advised Bureau had no objection to broadcasts of transcribed jingles which give only exact official temperature.

Bulletin

HEARING on WGST Atlanta's suit to enjoin WAGA Atlanta from affiliating with CBS (earlier story page 54) was dropped suddenly by consent in U. S. District Court, Atlanta, Friday afternoon. Temporary injunction against WAGA-CBS affiliation now in effect will hold until decision after trial of case for permanent injunction, which was set for Oct. 27. Decision to halt preliminary hearing followed legal battle Friday morning over worth of conflicting affidavits.

FCC GRANTS THREE CHANGES

FCC FRIDAY announced final decision to grant assignment changes to three AM stations and to deny three other mutually exclusive requests.

The Commission granted WGTM Wilson, N. C., switch from 250 w on 1340 kc to 5 kw on 590 kc, unlimited time, conditions; granted WSLS Roanoke, Va., change from 250 w on 1240 kc to 1 kw on 610 kc, unlimited time, conditions; and granted WLVA Lynchburg, Va., switch from 250 w on 1230 kc to 1 kw on 590 kc, unlimited time, subject to interference which may be received from grant of pending WARM Scranton, Pa., application or that of WBAX Wilkes-Barre, Pa., and to condition it protect WGTM Wilson operation daytime.

At same time FCC denied WGBR Goldsboro, N. C. (of which Secretary of War Royall is part-owner), request to change from 250 w on 1400 kc to 5 kw on 590 kc; denied WFTC Kinston, N. C., request to change from 250 w on 1230 kc to 5 kw on 590 kc; denied Virginia Broadcasting Corp. application for new station at Roanoke, Va., 610 kc 1 kw unlimited, without prejudice to filing for other suitable facility.

KEARNS OFFERS TO MEDIATE AM-FM DUPLICATION DISPUTE

REP. CARROLL D. KEARNS (R-Pa.) told FMA convention in New York Friday he will willingly serve as mediator between FM broadcasters and James C. Petrillo on AM-FM music duplication. Mr. Kearns, chairman of House Labor subcommittee, asked FMA to appoint committee for mediation.

Mr. Kearns said he asked Mr. Petrillo to grant FM stations right to duplicate AM music on "probationary" year-to-year basis. "I don't want any individual or any group to keep an industry like this from doing business—that's restraint of trade," he said.

Roy Hofheinz, FMA president, opened convention with review of association's progress during last nine months and declared if it continues to grow no one need fear for FM's future. (Other convention story page 41.)

FMA committee appointments announced:

Auditing: W. R. David, General Electric, chairman; E. J. Hodel, WCFC Beckley, W. Va.; Ed Wheeler, WEAW Evanston. Nominations: E. Z. Jones, WBBB-FM Burlington, N. C., chairman; Martin Leich, WBOW-FM Terre Haute; Hudson Eldridge, WASH (FM) Washington; Louis Buisch, WWHG-FM Hornell, N. Y.; Gaines Kelley, WFMY (FM) Greensboro, N. C. Resolutions: Roy Kohn, WFMZ Allentown, chairman; William E. Ware, KSWI-FM Council Bluffs; David G. Taft, WCTS-FM, Cincinnati; Ben Strouse, WWDC-FM Washington; Paul Wagner, WCSI Columbus, Ind.; Marion Claire, WGNB Chicago; Paul Reed, WFAH Alliance, Ohio; Jerry Stone, WNDB-FM Daytona Beach; E. J. Hodel, WCFC Beckley; Frank Gunther, Radio Engineering Labs.

Hugh Feltis, BMB president, said BMB plans to measure FM as well as AM station audiences and already has six FM subscribers with others inquiring.

Reading from left to right:

E. K. (JOE) HARTENBOWER—General Manager of KCMO. Formerly Sales Manager of Central Division of ABC, he's one of the big reasons for KCMO's present success.

C. E. BREAZEAL—Efficient Assistant Manager. With KCMO since 1938, his efforts have been devoted to keeping things running smoothly at KCMO.

SID TREMBLE—KCMO Program Director. Ten years of programming, production and announcing are back of his outstanding KCMO programs.

KEN HEADY—KCMO Production Director. Former Overseas Production Director for the American Forces Network, his talent and experience contribute much to KCMO programming.

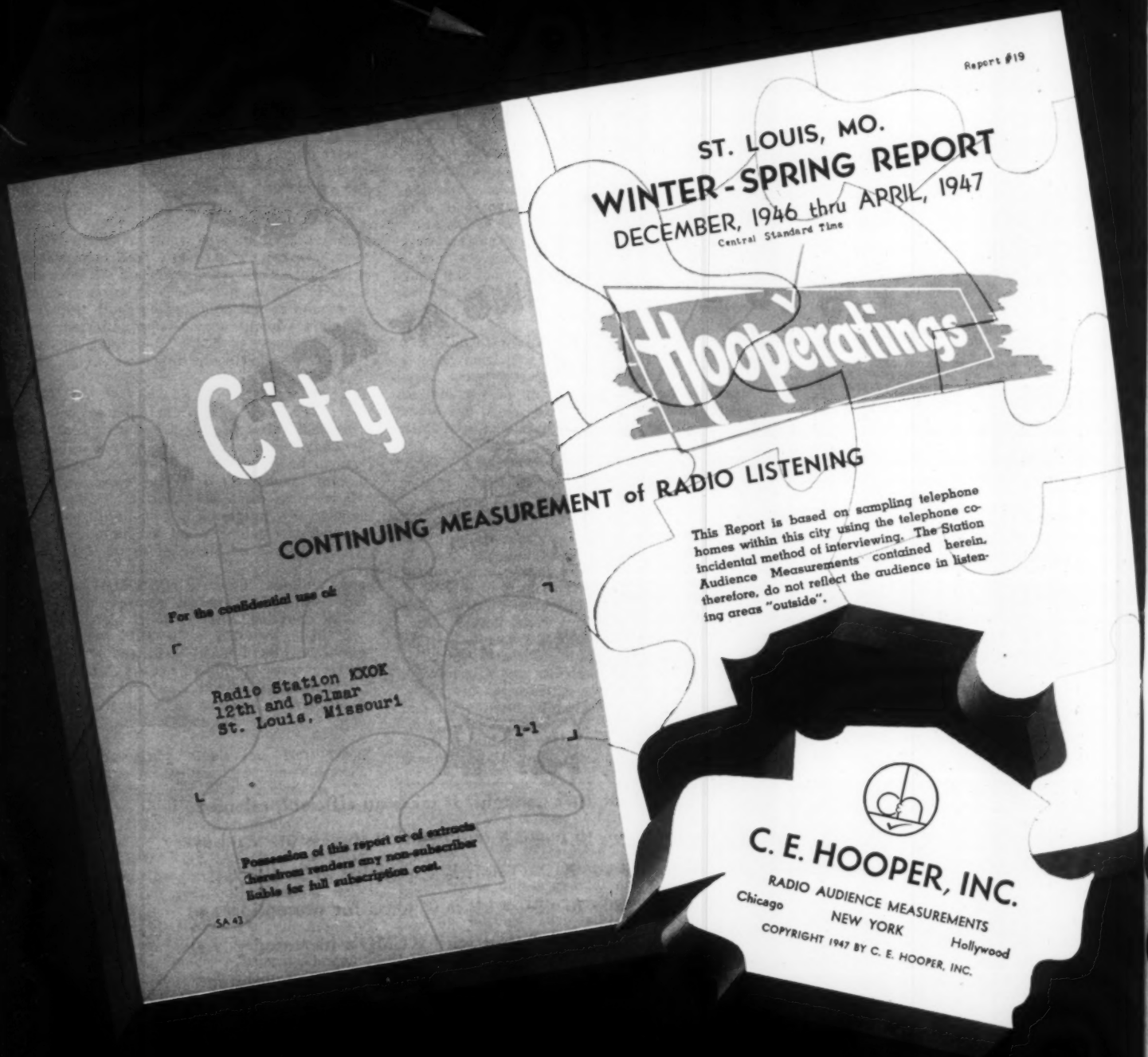
KARL TROEGLEN—KCMO Technical Director. His 20 years' experience in radio engineering serves well in his job as supervisor of construction on KCMO's 50,000 Watt transmitter.

C. E. MORRILL—Manager of Local Sales for KCMO. He has a long record of advertising success including newspaper and outdoor experience.

F. C. STRAWN—KCMO Promotion Director. Came to KCMO in 1944 after spending 8 years in sales and promotion of the staff of life—bread. His proficiency is equalled only by his originality.

Power alone isn't enough! It takes an efficient, talented organization to make a radio station successful. And every member of the KCMO staff is a specialist in his line, all set and ready to go—with new ideas for promotion and programming in keeping with KCMO's increased power—50,000 Watts Daytime, 10,000 Watts Night (now under construction)—the most powerful station in Mid-America.

KCMO - Kansas City, Missouri - Basic ABC for Mid-America. National Representative, John E. Pearson


Report #19
ST. LOUIS, MO.
WINTER - SPRING REPORT
DECEMBER, 1946 thru APRIL, 1947
Central Standard Time
Hooperatings
City
CONTINUING MEASUREMENT of RADIO LISTENING
This Report is based on sampling telephone homes within this city using the telephone co- incidental method of interviewing. The Station Audience Measurements contained herein, therefore, do not reflect the audience in listen- ing areas "outside".
For the confidential use of:
Radio Station KXOK
12th and Delmar
St. Louis, Missouri
1-1
Possession of this report or of extracts therefrom renders any non-subscriber liable for full subscription cost.
SA 43
C. E. HOOPER, INC.
RADIO AUDIENCE MEASUREMENTS
Chicago NEW YORK Hollywood
COPYRIGHT 1947 BY C. E. HOOPER, INC.

Thank you Mr. Hooper!

...FOR CONFIRMING KXOK'S SOLUTION TO A PUZZLE

Really, it was no puzzle at all. It was just plain common-sense that if KXOK put an all-star programming line-up to work, KXOK's total radio audience would increase.

So, months ago, KXOK scheduled features like the RUSH HUGHES SHOW, WEATHERCASTS and TOWN AND COUNTRY, while, at the same time, ABC added stellar network attractions . . . all designed to build bigger audiences.

The result?

Well, for many months now, KXOK in its advertising has been thanking Mr. Hooper for the excellent Hooperatings received by KXOK. Yet, every intelligent advertiser knows that Mr. Hooper only reflects in his reports what the radio audience likes. And KXOK's radio audience today is bigger than ever before because people like to listen to KXOK.

Add this ever-increasing audience to the fact that, on the average, KXOK's rates are as low or lower than any other network station in St. Louis and it's no puzzle to see why more and more advertisers are putting their OK on KXOK.

THIRTY-COUNTY SURVEY

Further proof of KXOK's greater audience is shown in the new 30-County Survey conducted by Edward G. Doody and Company, an independent research organization. In the 30 counties surrounding St. Louis (not including City of St. Louis or St. Louis County), KXOK delivered 22.1% of the listening audience for the entire period of the survey. KXOK ranked either 1st or 2nd during each 15-minute period, as follows:

	MON. THRU FRI.	SATURDAYS	SUNDAYS
Mornings	95% of time	65% of time	——
Afternoons	84% of time	88% of time	67% of time
Evenings	44% of time	31% of time	19% of time

For complete details on the 30-County Survey, see your "John Blair Man."

KXOK

and KXOK-FM

St. Louis 1, Missouri

630 KC • 5000 WATTS • FULL TIME

Owned and Operated by the St. Louis Star-Times

ADVANCE REGISTRATION FOR NAB CONVENTION

DELEGATES attending the NAB Convention are housed in nine official convention hotels as well as other hotels on the boardwalk where individuals have made their own arrangements. Headquarters of the NAB staff are in the Ambassador Hotel. NAB maintains an office in Convention Hall, Room 8, phone Atlantic City 4-1280. Hotel phones are: Ambassador, 5-3121; Brighton, 4-6121; Chalfonte, 4-0141; Claridge, 5-1271; Dennis, 5-2121; Haddon Hall, 4-0141; President, 4-5151; Ritz-Carlton, 4-3051; and Shelburne, 4-8131.

A

Adair, George P., Washington
Adams, Charles F., WMVA Martinsville, Va.
Adams, Rolland A., WGPA Bethlehem, Pa.
Adcock, S. E., WROL Knoxville
Ahern, W. R., General Electric Co., Syracuse
Ahrbeck, William S., A. C. Nielsen Co., New York
Akerberg, Herbert V., CBS New York
Albertson, Roy L., WBNY Buffalo
Albinger, Albert R., WCOL Columbus, Ohio
Albright, G. F., WKBV Richmond, Ind.
Alburty, E. A., WHBQ Memphis
Alden, George, KWBW Hutchinson, Kan.
Aldridge, Mahlon R., KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Alford, W. R. Jr., WSYR Syracuse
Alger, Paul, WTTM Trenton
Allard, T. Jim, Canadian Assn. of Broadcasters, Toronto
Allen, Joseph M., BMB New York
Allen, Philip P., WLVA Lynchburg, Va.
Allman, Frederick L., WSVA Harrisonburg, Va.
Anderson, Arthur C., KTAR Phoenix
Anderson, Elwood C., WEST Easton, Pa.
Anderson, H. Vernon, KLOU Lake Charles, La.
Anderson, Jay, KFSA Ft. Smith, Ark.
Andrews, Fred, WROL Knoxville
Andrews, John S., WBLJ Dalton, Ga.
Antrim, E. M., WGNB Chicago
Armond, Bill, WBLJ Dalton, Ga.
Armstrong, Janet, First Church of Christ Scientist, Boston
Arnold, George Jr., WTAD Quincy, Ill.
Arnoux, Campbell, WTAR Norfolk, Va.
Atkinson, John R., WHBU Anderson, Ind.
Atteberry, Ellis, KCKN Kansas City
Atwood, Jack S., WRDO Augusta, Me.
Autenrieth, Josiah W. Jr., Kosciusko Bcstg. Corp., Warsaw, Ind.
Avery, Lewis H., Avery-Knodel Inc., New York

B

Bailey, C. Stanley, Burn Smith Co., New York
Bailey, James E., WAGA Atlanta
Bailey, John R., Jr., KVOC Casper, Wyo.
Bailey, Joseph W., Louis G. Cowan Inc., New York
Bailey, Wm. J., Radio Director Navy Recruiting, Washington
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Barth, Bernie C., WLOS Asheville, N. C.
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Bath, Richard G., WKNE Alstead, N. H.
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Baylor, Dave, WJMO Cleveland
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Beatty, Layne, WBAP Ft. Worth
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C

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E

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G

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Gundy, Phillip L., Graybar Electric Co., Detroit
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Gunzendorfer, Wilt, KROW Oakland
Guyer, R. Sanford, WBTM Danville, Va.

H

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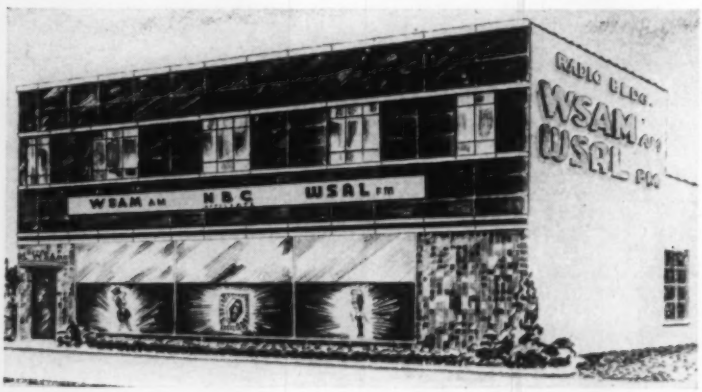
Kerns, J. Robert, WLOK Lima, O.
Kerr, Shirley, WKST New Castle, Pa.
Kerrigan, John F., WHO Des Moines
Keesee, Frederick L., WMBO Auburn, N. Y.
Kettler, Stanton P., WGBS Miami
Kiley, William F., WFBM Indianapolis
King, Art, BROADCASTING

(*Continued on page 14*)



ARTIST'S CONCEPTION of the new two-story building which soon will house the Saginaw (Mich.) Broadcasting Co.'s AM station, WSAM, and its new FM affiliate, WSAL. The structure, with glass brick facade, is called the Radio Bldg. and is located at 117 W. Genesse St., Saginaw. Caricatured window drawings feature Salesmen Sam and Sal. Operations of WSAM, 250-w fulltime NBC outlet on 1400 kc, and the FM affiliate will be facilitated by enlarged studios plus increased office space, station management reports.

THIS IS THE FAIR TIME OF THE YEAR

The nation over, county fairs are in full swing!
Right now, it's fair time for timebuyers too. It's time of
year when budgets are given that last minute checking to
make sure that the best buys in each market have been made.
Prize exhibit in Memphis radio is WHHM . . . with its
blossoming Hoopers that shine like a harvest moon over
the Memphis market.
Pick the station that's a prizewinner! Whether it's
spots or programs, you'll find that WHHM delivers. . . .

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

THE BLUE RIBBON STATION

MEMPHIS, TENN.

FORJOE & CO.
National Representatives

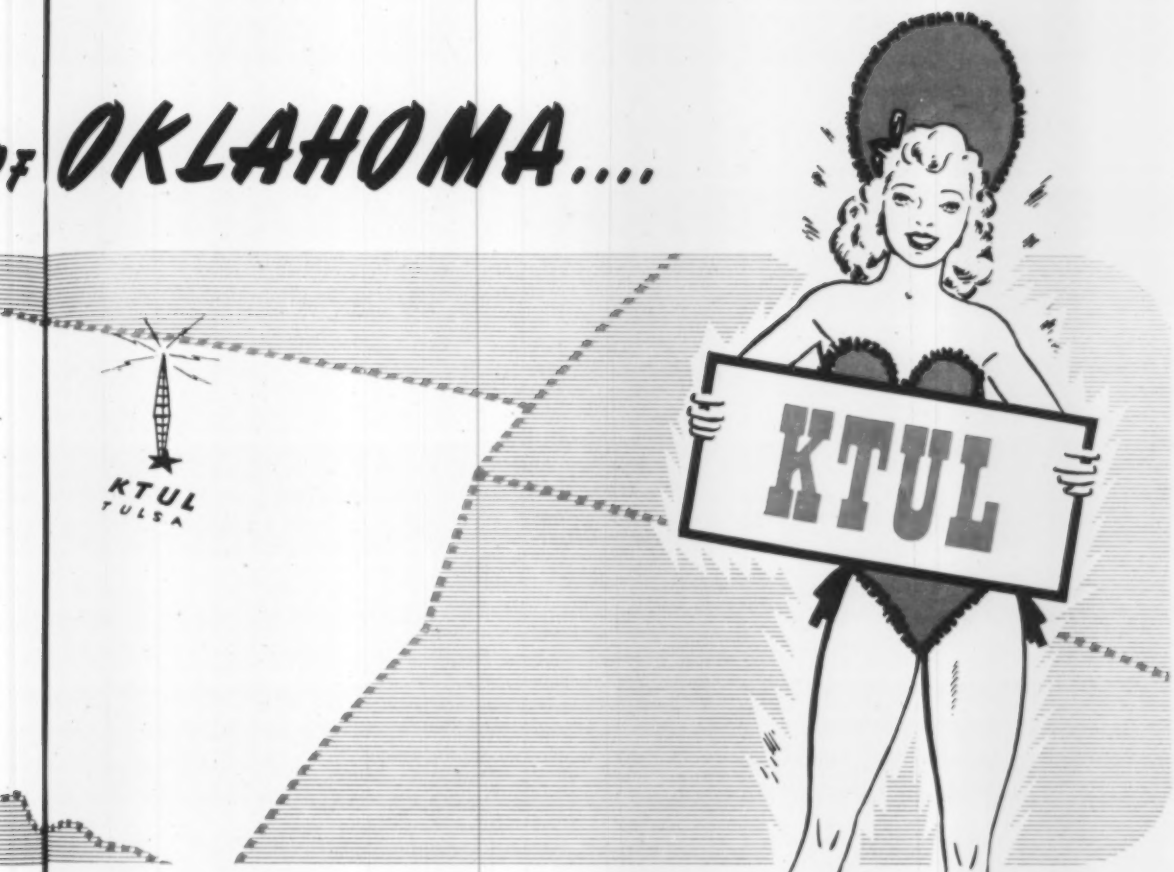
In the heart of the Great Southwest's 18 billion dollar market, is OKLAHOMA — rich in resources, industry and commerce. A ranching empire, unexcelled in wealth, the Sooner State's oil and manufacturing payrolls, alone, total $231,162,680 annually. Oklahoma City's only 50,000 watt station — KOMA — blankets the greater portion of this tremendous buying potential with thorough coverage. With its recently increased power, KOMA opens an entirely new avenue of merchandising to advertisers.

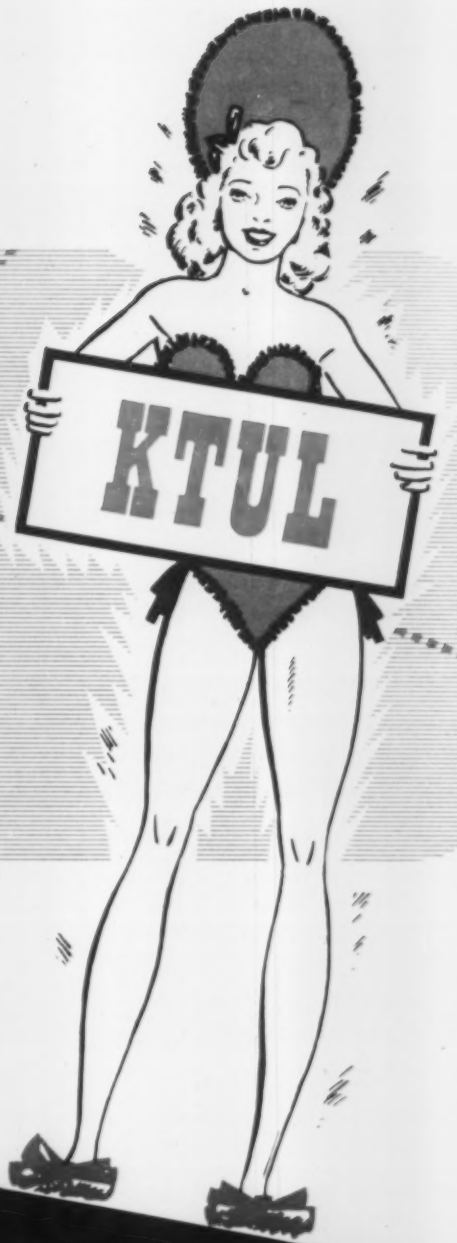
Represented Nationally by

KOMA OKLAHOMA CITY'S ONLY 50,000 WATT STATION
JOE BERNARD, *General Manager*

"Oklahoma's Only C

...OF OKLAHOMA....





Tulsa and Northeastern Oklahoma, according to Forbes' Survey, comprise the fastest growing market in the Southwest. Tulsa's bank debits in May set the pace for Oklahoma, showing a gain of 26 per cent. Department store sales in the Oil Capital gained 11 per cent over May, 1946. This and other areas of Oklahoma now are experiencing a home building boom which rivals, if not exceeds, that of any other region in the country. Amply serving Northeastern Oklahoma is KTUL, Tulsa's only exclusive Radio Center.

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

KTUL TULSA'S EXCLUSIVE RADIO CENTER
5,000 WATTS • DAY AND NIGHT
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

...ly CBS Outlets"....

ADVANCE REGISTRATION FOR NAB CONVENTION

(*Continued from page 10*)

King, Frank, WMBR Jacksonville
King, Fulton A., WTON Staunton, Va.
King, Gerald, Standard Radio Inc., Hollywood
King, Jan, KECK Odessa, Tex.
King, Julia, BROADCASTING
King, Peter, SESAC, New York
Kipnes, Irving M., Cavalier Bcstg. Corp., Washington
Kirby, Ed, C. P. MacGregor, Washington
Knight, William T. Jr., WTOC Savannah
Knodel, J. W., Avery-Knodel Inc., Chicago
Kobak, Edgar, MBS New York
Koepf, John K., The Fort Industry Co., Washington
Koerper, Karl, KMBC Kansas City
Konynenburg, F. Van, WTCN Minneapolis
Kopf, Harry C., NBC New York
Kornbrodt, Herman, Audio Devices, New York
Kramer, Worth, WJR Detroit
Krueger, Herbert L., WTAG Worcester
Kutsch, William A., WMMG Peoria, Ill.
Kynaston, Don D., WMBD Peoria, Ill.

L

Lackey, F. Ernest, WHOP Hopkinsville, Ky.
Lackey, H. S., WSON Henderson, Ky.
Lackey, Pierce E., WPAD Paducah, Ky.
Lackey, W. P., WPAD Paducah, Ky.
Ladner, Henry, NBC New York
LaFount, Harold A., WOV New York
Lahr, Melvin, WSAR Fall River, Mass.
Lamons, Robert P., Andrew Co., New York
Lancaster, W. H., WJHL Johnson City, Tenn.
Landis, DeWitt, KFYO Lubbock, Tex.
Lane, C. Howard, WJJD Chicago
Lanford, T. B., KRMD Shreveport, La.
Langlois, Cy Jr., Lang-Worth, New York
Langlois, C. O. Sr., Lang-Worth, New York
Langlois, John, Lang-Worth, New York
Larkin, Sally, H. B. Humphrey Co., Boston
Lasker, George, WORL Boston
Lasky, Philip G., KSFO San Francisco
Latham, U. A., WKRC Cincinnati
Latham, Wayne Henry, WSPR Springfield, Mass.
Laux, John J., WFPG Atlantic City
Lawler, Jean D., Sullivan, Stauffer, Colwell & Bayles, New York
Lawrence, Craig, WCOP Boston
Lawrence, Val, KROD El Paso, Tex.
Leake, James C., KTUL Tulsa
LeGate, James M., WIOD Miami
Leich, Clarence, WGBF Evansville, Ind.
Leidy, Richard D., WATG Ashland, Ohio
LeMasurier, Dalton, KDAL Duluth, Minn.
Levi, Winfield, BROADCASTING
Lewis, Era, KGNC Amarillo, Tex.
Lewis, Richard O., KTAR Phoenix
Leydorf, Fred, WJR Detroit
Liebler, Vincent, Columbia Transcriptions, New York
Light, Joseph, Cavalier Bcstg. Corp., Norfolk
Linder, H. W., KWLM Willmar, Minn.
Lindsay, Merrill, WSOY Decatur, Ill.
Lindsley, Robert K., KFBI Wichita, Kan.
Lippitt, Kendrick H., George C. Davis, Washington
Little, Lee, KTUC Tucson, Ariz.
Lloyd, John S., WACE Chicopee, Mass.
Lloyd, Leon, KBOW Butte, Mont.
Locke, C. B., KFDM Beaumont, Tex.
Lodge, William, CBS New York
London, Howard J., National Foundation for Infantile Paralysis Inc., New York
Long, D. H., WMOB Mobile, Ala.
Long, Maury, BROADCASTING
Long, Monroe H., The Branham Co., New York
Lord, Nathan, WAVE Louisville, Ky.
Lottridge, Buryl, WOC Davenport, Iowa
Lounsberry, I. R., WGR Buffalo
Love, Jas. A., CFCN Calgary, Alta.
Lovett, Eliot C., WTAR Washington
Lowman, Lawrence, CBS New York
Lown, Bert, Associated Program Service, New York
Lowrance, Bomar, WSOC Charlotte, N. C.
Loyet, Paul A., WHO Des Moines
Lucy, Calvin T., WRVA Richmond, Va.
Ludy, Ben, KCKN Kansas City
Lyons, J. C., Weed & Co., New York
Lytle, Paul C., WNEB Worcester, Mass.

Mc

McAlister, R. B., KICA-KQCA Clovis, N. M.
McBride, W. G. WDBO, Orlando, Fla.
McCarthy, C. L., KQW San Francisco
McClain, Glen, KWFT Wichita Falls, Tex.
McCloskey, E. Ray, WNBF-WNBF-FM Binghamton, N. Y.
McCollough, Clair R., WGAL Lancaster, Pa.
McConnell, C. Bruce, WISH Indianapolis, Ind.
McConnell, James V., NBC Spot Sales New York
McConnell, Robert B., WISH Indianapolis
McCoy, Arthur H., Avery-Knodel Inc., New York
McCoy, Dale W., KFBI Wichita, Kan.
McCracken, Arthur, WGPA Bethlehem, Pa.
McCullough, T. O., WMBM Miami Beach
McDermott, Gerard B., KBUR Burlington, Iowa
McDermott, Mrs. Gerard B., KBUR Burlington
McDonald, Patt, WHHM Memphis
McGrath, William B., WHDH Boston
McGuineas, Wm. A., WGNB Chicago
McGuire, Hazel, WQAM Miami
McIntosh, Frank H., Frank H. McIntosh, Washington
McKay, Robert Martin Jr., WKRM Columbia, Tenn.
McKay, Mrs. Robert Martin Jr., WKRM
McKee, W. L., Capper Publications, New York
McKey, Dixie B., Washington
McKinney, W. N., KELD El Dorado, Ark.
McKinnon, Clinton D., KSDJ San Diego
McLatchy, Frank B., KSL Salt Lake City
McLaughlin, Roy, WENR Chicago
McMurry, Emmet H., Jr., WJPR Greenville, Miss.
McNally, William J., WTCN Minneapolis
McRaney, Bob, WCBI Columbus, Miss.

M

MacCosbe, E. E., Graybar Electric Co., Pittsburgh
MacDonald, A. G., WGY-WGFM-WRGB Schenectady
MacGregor, C. P., C. P. MacGregor, Hollywood
Mack, R. W. WNXC Lima, Ohio
Mackall, Robert, WFMJ Youngstown, Ohio
Magee, Robert G., WHUM Reading
Mahoney, James, MBS Chicago
Mahoney, Steve, WFDO McKeesport, Pa.
Malo, William F., WDRC Hartford
Mandel, Max A., WPWA Chester, Pa.
Manship, Douglas L., WJBO-WBRL Baton Rouge, La.
Manson, Dr. Ray H., WHAM Rochester
Marget, M. M., KVOX Moorhead, Minn.
Markham, G. E., WGY-WGFM-WRGB Schenectady
Marlin, Al, BMI New York
Marquart, K. G. KCKN Kansas City
La Marque, J. W., Graybar Electric Co., New York
Marsh, Ken, WJHL Johnson City, Tenn.
Marshall, Glenn, WMBR Jacksonville
Martin, A. F., WKPT Kingsport, Tenn.
Martin, D. M., WLW Cincinnati
Martin, Thomas E., WRUN-WRUN-FM Rome, N. Y.
Martino, Italo, WDRC Hartford
Maslin, Robert S., Jr., WFBR Baltimore
Mason, Jay E., WJTN Jamestown, N. Y.
Mason, Lin, Transcription Sales Inc., Springfield, Ohio
Mason, Richard H., WPTF Raleigh, N. C.
Mason, R. T., WMRN Marion, Ohio
Mastin, Cecil D., WNBF-WNBF-FM Binghamton, N. Y.
Mathews, Frank, KFH Wichita, Kan.
Mathiot, J. E., WGAL Lancaster, Pa.
Matthews, Francis P., WOW Omaha
Mattison, Carl W., WGLN Glens Falls, N. Y.
Maurer, J. B., WHK Cleveland
May, Edward W., KMA Shenandoah, Iowa
Mayes, Wendell, KBWD Brownwood, Tex.
Mayo, John, Lang-Worth, New York
Mayoral, George A., WRCM-WJMR New Orleans
Meachem, J. R., WELM Elmira, N. Y.
Meagher, John F., KYSM Mankato, Minn.
Meighan, Howard, CBS New York
Mendelsohn, Monroe L., WBAB Atlantic City
Mendelsohn, Ray, WAKR Akron
Menke, J. D., WEOA Evansville, Ind.
Metzger, Thomas W. WMRF Lewiston, Pa.
Meyer, Harold H., WSTC Stamford, Conn.
Meyer, P. J., KFYR Bismarck, N. D.
Meyers, Carl J., WGNB Chicago
Meyers, M. M., WOW Omaha
Michels, Robert D., Louis G. Cowan Inc., Chicago
Michelson, Charles, Charles Michelson, New York
Midgley, C. E., CBS New York
Mikesell, Lee, KSAN San Francisco
Milbourne, L. Waters, WCAO Baltimore
Miller, Charles D., KRNT Des Moines
Miller, C. W., Westinghouse Electric Corp., Baltimore
Miller, Harold E., WORK York, Pa.
Miller, Irving C., BROADCASTING
Miller, Joyce, WMAZ Macon, Ga.
Miller, Neville, Miller & Schroeder, Washington
Miller, Walter O., WGAL Lancaster, Pa.
Mills, Frank R., WDWS Champaign, Ill.
Milne, James Thompson, WNHC New Haven, Conn.
Mitchell, L. S., WDAE Tampa
Mobberley, Mrs. Helen, WWDC Washington
Moody, Robert H., WHIO Dayton
Moore, James H., WSLS Roanoke, Va.
Moore, Wm. I., WBNX New York
Moren, James E., WJSW Altoona
Morency, Paul W., WTIC Hartford
Moroney, J. M., WFAA Dallas
Morris, Frank G., Plough Inc., Memphis
Morris, William, WSOO Sault Ste. Marie, Mich.
Morrison, K. G., Graybar Electric Co., New York
Mosby, A. J., KGVO Missoula, Mont.
Moss, C. G., WKBO Harrisburg, Pa.
Mullen, Frank E., NBC New York
Mullin, Earl, ABC New York
Mullinax, Edwin, WLAG LaGrange, Ga.
Murphy, Hugh, Lake-Spiro-Shurman, Memphis
Murray, Kenneth B., WNEB Worcester
Musselman, B. Bryan, WSAN Allentown, Pa.
Myers, Frank O., KCMC Texarkana, Tex.
Myers, Guy C., WOW Omaha

N

Nafzger, Lester, WBNS Columbus, Ohio
Nasman, Leonard E., WFMJ Youngstown
Nax, Charles W., KWGD St. Louis
Neale, J. James, Dancer-Fitzgerald-Sample, Chicago
Neary, John F., Lehigh Structural Steel Co., New York
Nedow, Ben, KECK, Odessa, Tex.
Neff, E. L., Advertising & Selling, New York
Neff, Mort A., Wirecorder Corp., Detroit
Nelson, Linnea, J. Walter Thompson, New York
New, John, WTAR Norfolk
Newens, William J., KOIL Omaha
Newton, Marvin, WISE Asheville, N. C.
Nimmons, Ralph W., WFAA Dallas
Noe, James A., WNOE-KNOE New Orleans
Noe, James A., KNOE Monroe, La.
Nolte, Vernon A., WHIZ Zanesville, Ohio
Norris, Sam, Amperex Electronic Corp., Brooklyn
Norton, Ed, WAPI-WMBR Birmingham, Ala.
Norton, Mrs. Ed, WAPI-WMBR Birmingham, Ala.
Norton, John H. Jr., ABC New York
Nunn, Gilmose N., WLAP Lexington, Ky.

O

O'Brien, Gerald, KTUC Tucson
O'Brien, Robert H., KSWI Council Bluffs, Iowa
O'Driscoll, Francis A., Louis G. Cowan Inc., New York
O'Fallon, Gene, KFEL Denver
Ogle, Byron W., KRGV Weslaco, Tex.
O'Hara, J. M., WMAN Mansfield, Ohio
Ohrt, Herbert R., KGLO Mason City, Iowa
Olin, Bruff W., Jr., WQUA Moline, Ill.
Oliphant, Paul, WLAC Nashville
Oliver, C. Burt, BMB Hollywood
Olson, Harvey, WDRC Hartford
Orr. W. I. WBNS Columbus, Ohio
Ottaway, W. W., WTTH-FM Port Huron, Mich.
Outler, John M. Jr., WSB Atlanta, Ga.
Overbay, Paul L., WKPT Kingsport, Tenn.
Owen, Reeve, WTOC Savannah
Owens, Arthur, WCSH Portland, Me.
Owings, Dorsey, BMI New York
Qwnby, James T., WCTA Andalusia, Ala.

P

Pabst, Herbert G. WMOH Hamilton, Ohio
Page, E. C., E. C. Page, Washington
Pagliara, Nicholas, WEW-WEW-FM St. Louis, Mo.
Palen, Edward N., WFRP Savannah
Palmer, Fred A., The Fred A. Palmer Co., Cincinnati
Pangborn, Arden X., KGW Portland, Ore.
Park, Eldon, WLW Cincinnati
Parkinson, Geer, WBNS Columbus, Ohio
Parrish, B. J., KOTN Pine Bluff, Ark.
Passman, Roy, WOL Washington
Patricelli, Leonard J., WTIC Hartford
Patt, John F., WGAR Cleveland
Patt, Ralph H., Jr., WDOD Chattanooga
Pattee, Linn, BMI New York
Patterson, T. H., WRRF, Washington, N. C.
Paul, Sol, BROADCASTING
Peace, R. C., WFBC Greenville
Peard, Leslie H., Jr., WCAO Baltimore
Peck, Harry D., KFOR Lincoln, Neb.
Pefferle, L. G. WCVS Springfield, Ill.
Pengra, Marshall H., KRNR Roseburg, Ore.
Perdive, H. L., General Electric Co., Syracuse
Perkins, George M., WHDH Boston
Perry, Clark, KVOC Casper, Wyo.
Peter, Paul F., Frazier & Peter, Washington
Peterson, Howard O., KMA Shenandoah, Iowa
Peterson, N. J., General Electric Co., Syracuse
Petrie, Charles R., WARD Johnstown, Pa.
Phillips, C. F., WFBL-WFBL-FM Syracuse
Phillips, Robert W., WSAM Saginaw, Mich.
Phillips, Thomas, WKPT Kingsport, Tenn.
Phillips, Stewart W., WARK Hagerstown, Md.
Pierce, Jennings, NBC Hollywood
Pierce, R. Morris, WGAR Cleveland
Pippenger, F. J., Gates Radio Co., Quincy, Ill.
Pirie, William S., WFBR Baltimore
Pittman, Charles W., WBML Macon, Ga.
Pixley, L. A., WCOL Columbus, Ohio
Plambeck, Herbert A., WHO Des Moines
Platt, Bernard, BROADCASTING
Pomeroy, W. A., WILS Lansing, Mich.
Poppele, J. R., WOR New York

(*Continued on page 28*)

COLLINS RADIO CO. of Cedar Rapids, Iowa, called in its sales representatives from ten field offices fortnight ago for a 4-day broadcast sales meeting. Feature of the meeting was a preview of new equipment which company plans to introduce soon. Seated, l to r: H. G. Alexander, Nebraska; J. G. Cooper, Louisiana; R. B. Rennaker, broadcast sales manager; T. B. Moseley, Texas; H. O. Olson, Iowa. Standing, l to r: G. P. Dicus, California; H. S. Killgore, New York; E. J. Aleks, Florida; R. H. Hollister, assistant broadcast sales manager; A. C. Sayland, Ohio; F. A. Randolph, New York.

NRI Facts

SPEAKING of homes per dollar, the following table compares WGN's June Baker show with the competing women's programs in Chicago.....any WGN representative will gladly identify the other programs for you. We believe that radio advertisers today are more interested than ever in finding out what their dollars are doing.

RELATIVE AUDIENCES OF CHICAGO PARTICIPATING PROGRAMS BASED ON NIELSEN RADIO INDEX CHICAGO AREA REPORT FOR A FULL YEAR — MAY, 1946, THROUGH APRIL, 1947

	WGN JUNE BAKER	PROGRAM A	PROGRAM B	PROGRAM C	PROGRAM D
Aver. Homes per wk.	552,000	275,000	200,000	415,000	335,000
Cost per week (13 week rate)	$400.00	$366.55	$500.00	$600.00	$283.50
Homes per dollar	1381	747	400	692	1185

A Clear Channel Station... Serving the Middle West

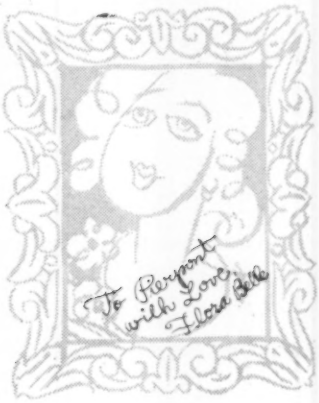
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

Unlucky at cards, Mr. Advertiser?



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

WHAT of it! You'd probably rather be lucky at love — and you can be. Columbia Pacific's *Your Hope Chest* — a Sunday evening participation show for soon-to-be-married couples — has a 6.8 Coast Hooperating.*
And it's for sale!

On each broadcast of *Your Hope Chest,* four engaged couples tell about their first meeting, their quarrels, his proposal, her acceptance — all the serious and comic occurrences of courtship drawn out by the skilled promptings of *Hope Chest's* emcee.

The couple with the most unusual romance gets a hope chest overflowing with hard-to-get home furnishings. The others get handsome housekeeping prizes, too. And there's a special gift for the husband and wife who send in the best letter describing their own courtship — a second honeymoon with all expenses paid!

Simple? Yes. Popular, too! Listeners up and down the Coast clamour to get on *Your Hope Chest.* Doctors, lawyers, college professors, butchers and bakers have all asked to compete on the show. They could be your customers — and *Your Hope Chest* could be your show!

Your Hope Chest is still another example of Columbia Pacific's proved ability to create programs that please all families — *and all of the family.* With a CPN program your advertising message can reach *more* people in *more radio homes.* Just call us or Radio Sales.

* *Pacific Network Hooperatings, July 1947.*

Columbia *Pacific* Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

New York, Chicago, Los Angeles, Atlanta, Detroit, San Francisco.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of September 1, 1947)

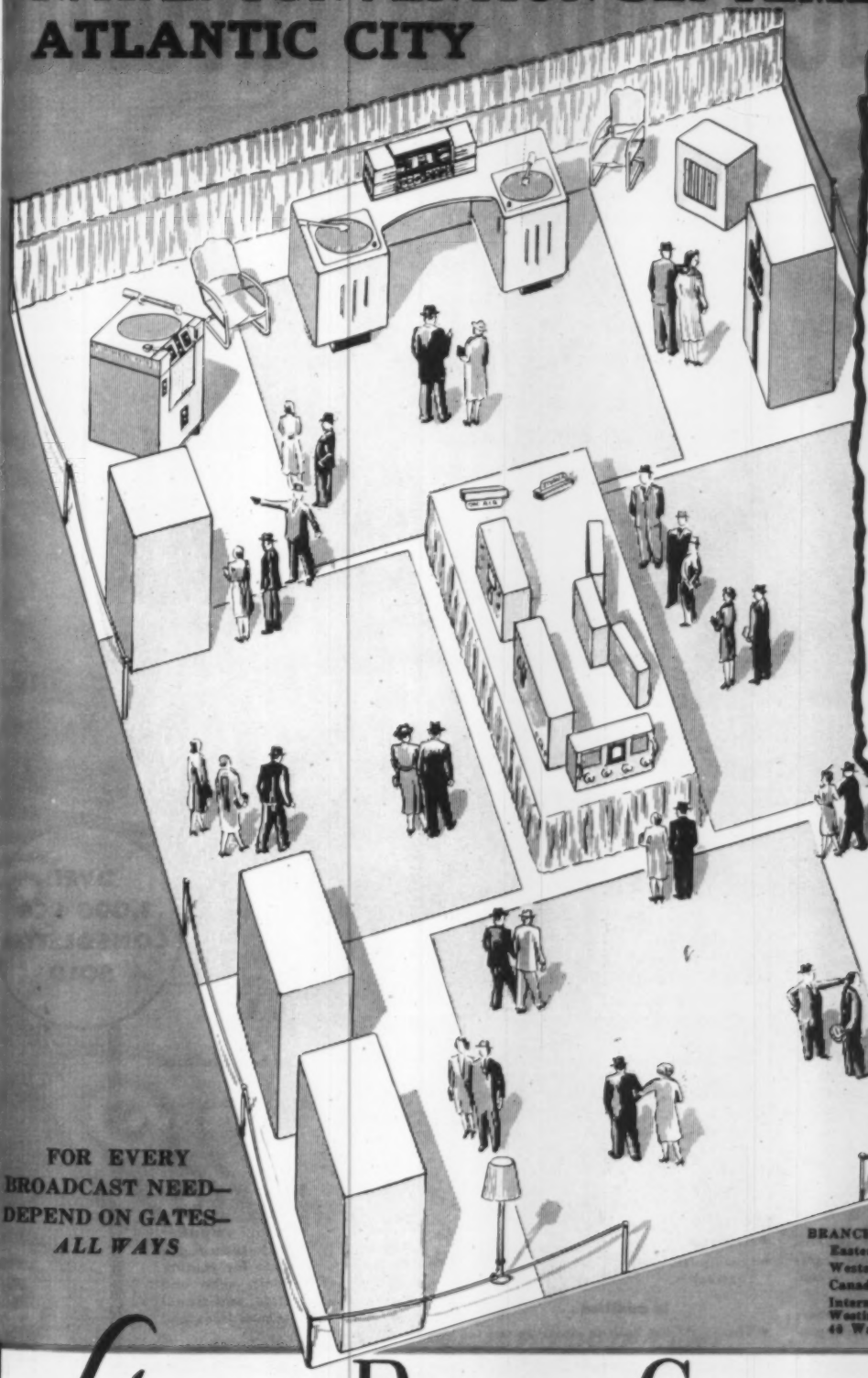
**CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency. L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna D—Daytime operation LS—Local sunset*

Call Letters	City	Power in Watts
550 KC. REGIONAL		
KOY	Phoenix, Ariz.	1,000
†WCON	Atlanta, Ga.	DA-N-5,000
†KFRM	Concordia, Kan.	DA-5,000
KSD	St. Louis, Mo.	LS-5,000
		DA-N-1,000
KOPR	Butte, Mont.	DA-N-1,000
WGR	Buffalo, N. Y.	*DA-N-5,000
		LS-5,000
		DA-N-1,000
KFYR	Bismarck, N. D.	*DA-N-5,000
WKRC	Cincinnati, O.	DA-N-5,000
		LS-5,000
		DA-U-N-1,000
KOAC	Corvallis, Ore.	LS-5,000
		DA-U-N-1,000
KCRS	Midland, Tex.	*DA-5,000
	(CP from 1230 kc.)	LS-5,000
KTSA	San Antonio, Tex.	DA-U-N-1,000
		LS-5,000
		N-1,000
		*DA-N-5,000
WDEV	Waterbury, Vt.	D-1,000
		*DA-1,000
WSVA	Harrisonburg, Va.	D-1,000
†KENI	Anchorage	5,000
KMVI	Wailuku, T. H.	1,000
560 KC. REGIONAL		
KSFO	San Francisco, Cal.	LS-5,000
		N-1,000
KLZ	Denver, Colo.	DA-5,000
WQAM	Miami, Fla.	LS-5,000
		N-1,000
WIND	Chicago, Ill.	DA-5,000
†WMIK	Middlesboro, Ky.	D-500
WGAN	Portland, Me.	DA-5,000
KWTO	Springfield, Mo.	LS-5,000
		DA-N-1,000
†KMFR	Great Falls, Mont.	DA-N-5,000
†WGAI	Elizabeth City, N. C.	D-500
WFIL	Philadelphia, Pa.	1,000
		*DA-5,000
WIS	Columbia, S. C.	DA-N-5,000
KFDM	Beaumont, Tex.	DA-N-5,000
KPQ	Wenatchee, Wash.	DA-N-1,000
WJLS	Beckley, W. Va.	LS-1,000
		DA-N-500
570 KC. REGIONAL		
†WGWD	Gadsden, Ala.	D-1,000
†KSMR	Douglas, Ariz.	D-1,000
KLAC	Los Angeles, Cal.	1,000
		*LS-5,000
		*N-1,000
WQQW	Washington, D. C.	D-1,000
†WVMI	Biloxi, Miss.	D-1,000
WMCA	New York, N. Y.	DA-5,000
WSYR	Syracuse, N. Y.	5,000
WWNC	Asheville, N. C.	DA-N-5,000
LWCPS	Tarboro, N. C.	D-1,000
WKBN	Youngstown, O.	DA-N-5,000
WNAX	Yankton, S. D.	DA-N-5,000
WFAA	Dallas, Tex.	DA-N-5,000
	(See 820 kc.)	
WBAP	Ft. Worth, Tex.	DA-N-5,000
	(See 820 kc.)	
KUTA	Salt Lake City, Utah	DA-5,000
KVI	Tacoma, Wash.	5,000
WMAM	Marinette, Wis.	LS-250
		N-100
580 KC. REGIONAL		
†KTSC	Tucson, Ariz.	DA-N-1,000
KMJ	Fresno, Cal.	5,000
WDBO	Orlando, Fla.	DA-N-5,000
WGAC	Augusta, Ga.	LS-5,000
		DA-N-1,000
KFXD	Nampa, Ida.	DA-1,000
WILL	Urbana, Ill.	DA-D-5,000
KSAC	Manhattan, Kan.	LS-1,000
		N-500
		*LS-5,000
WIBW	Topeka, Kan.	DA-N-5,000
KALB	Alexandria, La.	LS-5,000
		DA-N-1,000
WTAG	Worcester, Mass.	DA-5,000
WCHS	Charleston, W. Va.	DA-N-5,000
†WLCW	La Crosse, Wis.	DA-1,000
WIAC	Hato Rey, P. R.	5,000
590 KC. REGIONAL		
KFXM	San Bernardino, Cal.	DA-1,000
	(CP from 1240 kc.)	
†KCSJ	Pueblo, Colo.	DA-N-1,000
WDLP	Panama City, Fla.	DA-1,000
	(CP from 1230 kc.)	
WAGA	Atlanta, Ga.	DA-N-5,000
†WVLK	Versailles, Ky.	DA-1,000
WEEI	Boston, Mass.	DA-5,000
WKZO	Kalamazoo, Mich.	DA-N-5,000
WOW	Omaha, Neb.	5,000
†WROW	Albany, N. Y.	LS-5,000
		DA-U-N-1,000
WMBS	Uniontown, Pa.	DA-N-1,000
KTBC	Austin, Tex.	LS-5,000
		DA-N-1,000
KSUB	Cedar City, Utah	DA-N-1,000
	(CP from 1340 kc.)	
KHQ	Spokane, Wash.	5,000
KGMB	Honolulu, T. H.	5,000
600 KC. REGIONAL		
KVCV	Redding, Cal.	DA-1,000
	(CP from 1230 kc.)	
KFSD	San Diego, Cal.	1,000
		*DA-5,000
WICC	Bridgeport, Conn.	LS-1,000
		DA-U-N-500
WPDQ	Jacksonville, Fla.	DA-N-5,000
WMT	Cedar Rapids, Ia.	DA-N-5,000
WCAO	Baltimore, Md.	DA-5,000
WTCB	Flint, Mich.	LS-1,000
		DA-U-N-500
WSJS	Winston-Salem, N. C.	DA-5,000
KSJB	Jamestown, N. D.	DA-5,000
WREC	Memphis, Tenn.	DA-5,000
KROD	El Paso, Tex.	LS-1,000
		N-500
†KXSA	San Angelo, Tex.	LS-5,000
		DA-U-N-1,000
†KTBB	Tyler, Tex.	D-500
610 KC. REGIONAL		
WSGN	Birmingham, Ala.	LS-5,000
		DA-N-1,000
KFRC	San Francisco, Cal.	5,000
WIOD	Miami, Fla.	DA-5,000
KDAL	Duluth, Minn.	DA-N-5,000
WDAF	Kansas City, Mo.	5,000
†.....	Butte, Mont.	DA-N-1,000
WMUR	Manchester, N. H.	LS-5,000
		DA-U-N-1,000
KGGM	Albuquerque, N. M.	DA-N-5,000
WAYS	Charlotte, N. C.	LS-5,000
		DA-U-N-1,000
WHKC	Columbus, O.	1,000
		*DA-N-5,000
WIP	Philadelphia, Pa.	DA-5,000
†KLEE	Houston, Tex.	DA-N-5,000
KVNU	Logan, Utah	DA-N-1,000
	(CP from 1230 kc.)	
KFAR	Fairbanks, Alaska	5,000
	(‡660 kc.)	‡10,000
620 KC. REGIONAL		
KTAR	Phoenix, Ariz.	DA-N-5,000
†KNGS	Hanford, Cal.	DA-N-1,000
WSUN	St. Petersburg, Fla.	DA-N-5,000
†WGBA	Columbus, Ga.	D-1,000
KWAL	Wallace, Idaho	DA-N-1,000
	(CP from 1450 kc.)	
†KCOM	Sioux City, Ia.	DA-1,000
WLBZ	Bangor, Me.	DA-N-5,000
WRBC	Jackson, Miss.	LS-5,000
		DA-N-1,000
†WVNJ	Newark, N. J.	DA-5,000
WAGE	Syracuse, N. Y.	DA-N-1,000
		*DA-N-5,000
WDNC	Durham, N. C.	LS-5,000
	(CP from 1490 kc.)	DA-U-N-1,000
KGW	Portland, Ore.	DA-5,000
WHJB	Greensburg, Pa.	D-250
		*LS-1,000
		DA-U-N-500
WROL	Knoxville, Tenn.	LS-1,000
		DA-N-500
		*DA-5,000
KWFT	Wichita Falls, Tex.	LS-5,000
		DA-U-N-1,000
		*DA-N-5,000
WCAX	Burlington, Vt.	DA-5,000
WTMJ	Milwaukee, Wis.	DA-N-5,000
WKAQ	San Juan, P. R.	DA-5,000
630 KC. REGIONAL		
†KVMA	Magnolia, Ark.	D-1,000
KVOD	Denver, Colo.	DA-5,000
WMAL	Washington, D. C.	DA-5,000
WSAV	Savannah, Ga.	DA-N-5,000
	(CP from 1340 kc.)	
WJMS	Ironwood, Mich.	DA-1,000
	(CP from 1450 kc.)	
KXOK	St. Louis, Mo.	DA-5,000
KOH	Reno, Nev.	1,000
		*DA-N-5,000
WMFD	Wilmington, N. C.	DA-1,000
	(CP from 1400 kc.)	
WPRO	Providence, R. I.	DA-N-5,000
KGFX	Pierre, S. D.	D-200
KPOA	Honolulu, T. H.	5,000
640 KC. CLEAR		
KFI	Los Angeles, Cal.	50,000
WOI	Ames, Ia.	D-5,000
WHKK	Akron, O.	LS-1,000
		DA-L-N-L-1,000
WNAD	Norman, Okla.	D-1,000
650 KC. CLEAR		
WJSW	Altoona, Pa.	D-250
	(CP for 1290 kc.)	
WSM	Nashville, Tenn.	50,000
KRCT	Goose Creek, Tex.	D-250
WSVS	Crewe, Va.	D-1,000
660 KC. CLEAR		
KOWH	Omaha, Neb.	D-500
WNBC	New York, N. Y.	DA-50,000
WESC	Greenville, S. C.	D-5,000
KSKY	Dallas, Tex.	D-1,000
‡KFAR	Fairbanks, Alaska	10,000
	(Also see 610 kc.)	
670 KC. CLEAR		
WLAQ	Rome, Ga.	D-1,000
WMAQ	Chicago, Ill.	50,000
680 KC. CLEAR		
KPO	San Francisco, Cal.	50,000
WCLE	Clearwater, Fla.	D-1,000
WLAW	Lawrence, Mass.	DA-50,000
KFEQ	St. Joseph, Mo.	DA-5,000
WRNY	Rochester, N. Y.	D-250
WPTF	Raleigh, N. C.	DA-N-50,000
WISR	Butler, Pa.	D-250
WMPS	Memphis, Tenn.	LS-10,000
		DA-N-5,000
KABC	San Antonio, Tex.	LS-50,000
		DA-N-10,000
†KOMW	Omak, Wash.	D-1,000
WAPA	San Juan, P. R.	10,000
690 KC. CLEAR		
†WVOK	Birmingham, Ala.	D-10,000
KGGF	Coffeyville, Kan.	LS-1,000
		N-500
		*DA-1,000
†WWEZ	New Orleans, La.	D-10,000
†KBGS	St. Louis, Mo.	D-1,000
†WLTR	Bloomsburg, Pa.	DA-D-1,000
†KEPO	El Paso, Tex.	DA-5,000
KPET	Lamesa, Tex.	D-250
KSVC	Richfield, Utah	D-1,000
WCYB	Bristol, Va.	D-1,000
		*D-5,000
KULA	Honolulu, T. H.	10,000
700 KC. CLEAR		
WLW	Cincinnati, O.	50,000
710 KC. CLEAR		
WKRG	Mobile, Ala.	D-1,000
		*LS-1,000
		DA-N-250
KMPC	Los Angeles, Cal.	DA-10,000
		*DA-N-50,000
WGBS	Miami, Fla.	DA-N-10,000
		*LS-50,000
		DA-U-N-10,000
WROM	Rome, Ga.	D-1,000
WHB	Kansas City, Mo.	DA-5,000
	(CP from 880 kc.)	
WOR	New York, N. Y.	DA-10,000
WTOB	Winston-Salem, N. C.	D-1,000
WTPR	Paris, Tenn.	D-250
KGNC	Amarillo, Tex.	DA-10,000
†KURV	Edinburg, Tex.	D-250
KIRO	Seattle, Wash.	DA-N-50,000
720 KC. CLEAR		
WGN	Chicago, Ill.	50,000
730 KC. CLEAR		
†WKTG	Thomasville, Ga.	D-1,000
†KWGB	Goodland, Kan.	D-1,000
WCIF	Madisonville, Ky.	D-250
WACE	Chicopee, Mass.	D-1,000
†KWOA	Worthington, Minn.	D-1,000
†KOJM	Havre, Mont.	D-1,000
WTIK	Durham, N. C.	D-1,000
WOHS	Shelby, N. C.	D-250
WHWL	Nanticoke, Pa.	D-1,000
WPIT	Pittsburgh, Pa.	D-1,000
WFAK	Charleston, S. C.	D-1,000
WDIA	Memphis, Tenn.	D-250
WKSR	Pulaski, Tenn.	D-250
KOPP	Ogden, Utah	D-1,000
WPIK	Alexandria, Va.	D-1,000
†KULE	Ephata, Wash.	D-250
740 KC. CLEAR		
†KLIK	San Diego, Cal.	DA-D-5,000
KQW	San Jose, Cal.	DA-5,000
WORZ	Orlando, Fla.	DA-1,000
†WVLN	Olney, Ill.	D-250
†WPAQ	Mt. Airy, N. C.	D-1,000
WMBL	Morehead City, N. C.	D-1,000
†WVCH	Chester, Pa.	D-250
†WIBS	Santurce, P. R.	DA-10,000
†WJIG	Tullahoma, Tenn.	D-250
KTRH	Houston, Tex.	DA-50,000
†WXGI	Richmond, Va.	D-1,000
750 KC. CLEAR		
WSB	Atlanta, Ga.	50,000
KSTT	Davenport, Ia.	D-250
†WBMD	Baltimore, Md.	D-1,000
KMMJ	Grand Island, Neb.	LS-1,000
		N-L-1,000
WHEB	Portsmouth, N. H.	LS-1,000
		N-L-1,000
†WKOP	Binghamton, N. Y.	D-1,000
KSEO	Durant, Okla.	D-250
KXL	Portland, Ore.	LS-10,000
		DA-L-N-L-10,000
†WPDX	Clarksburg, W. Va.	D-1,000
760 KC. CLEAR		
WJR	Detroit, Mich.	50,000
KGU	Honolulu, T. H.	LS-2,500
		N-L-2,500
770 KC. CLEAR		
KUOM	Minneapolis, Minn.	D-5,000
WCAL	Northfield, Minn.	D-5,000
WEW	St. Louis, Mo.	D-1,000
LKOB	Albuquerque, N. M.	N-25,000
	(See also 1030 kc)	LS-50,000
WJZ	New York, N. Y.	50,000
KXA	Seattle, Wash.	LS-1,000
		N-L-1,000
780 KC. CLEAR		
†WJME	Birmingham, Ala.	D-1,000
WBBM	Chicago, Ill.	50,000
WJAG	Norfolk, Neb.	LS-1,000
		N-L-1,000
WCKB	Dunn, N. C.	D-1,000
†WBBO	Forest City, N. C.	D-1,000
KSPI	Stillwater, Okla.	D-250
WARL	Arlington, Va.	D-1,000
790 KC. REGIONAL		
KECA	Los Angeles, Cal.	DA-N-5,000
†WEUS	Eustis, Fla.	DA-1,000
†KXXX	Colby, Kan.	D-5,000
KGHL	Billings, Mont.	DA-N-5,000
WWNY	Watertown, N. Y.	DA-N-1,000
WTNC	Thomasville, N. C.	D-1,000
†KFGO	Fargo, N. D.	DA-N-5,000
WPIC	Sharon, Pa.	D-1,000
WEAN	Providence, R. I.	DA-5,000
WETB	Johnson City, Tenn.	D-1,000
WMC	Memphis, Tenn.	DA-N-5,000
KTHT	Houston, Tex.	LS-5,000
		DA-N-1,000
	(CP from 1230 kc.)	
†KVLU	Lubbock, Tex.	LS-5,000
		DA-N-1,000
WTAR	Norfolk, Va.	DA-N-5,000
KVOS	Bellingham, Wash.	DA-1,000
WEAU	Eau Claire, Wis.	LS-5,000
		DA-N-1,000
		*DA-5,000
KFQD	Anchorage, Alaska	1,000
		*5,000
800 KC. CLEAR		
†WHOS	Decatur, Ala.	D-1,000
WMGY	Montgomery, Ala.	D-1,000
†WLAD	Danbury, Conn.	D-250
†WMBM	Miami Beach, Fla.	D-1,000
WWPF	Palatka, Fla.	D-250
WKYB	Paducah, Ky.	D-1,000
WCCM	Lawrence, Mass.	D-1,000
KPDQ	Portland, Ore.	D-1,000
WCHA	Chambersburg, Pa.	D-1,000
WDSC	Dillon, S. C.	D-1 000
WIBK	Knoxville, Tenn.	D-1,000
WHTN	Huntington, W. Va.	D-1,000
810 KC. CLEAR		
KGO	San Francisco, Cal.	7,500
		*DA-50,000
WASL	Annapolis, Md.	D-250
KCMO	Kansas City, Mo.	LS-50,000
		DA-N-10,000
	(CP from 1480 kc.)	
WGY	Schenectady, N. Y.	50,000
WKBC	N. Wilksboro, N. C.	D-1,000
†WCEC	Rocky Mount, N. C.	D-1,000
WEDO	McKeesport, Pa.	D-1,000
KTBI	Tacoma, Wash.	D-1,000
†WJPG	Green Bay, Wis.	D-1,000
820 KC. CLEAR		
WAIT	Chicago, Ill.	LS-5,000
		N-L-5,000
*.....	Chicago, Ill.	D-5,000
WIKY	Evansville, Ind.	D-250
WOSU	Columbus, O.	LS-5,000
		N-L-5,000
WFAA	Dallas, Tex.	50,000
	(See 570 kc.)	
WBAP	Fort Worth, Tex.	50,000
	(See 570 kc.)	
830 KC. CLEAR		
WCCO	Minneapolis, Minn.	50,000
KBOA	Kennett, Mo.	D-1,000
WNYC	New York, N. Y.	LS-1,000
		DA-N-L-1,000
840 KC. CLEAR		
WKAB	Mobile, Ala.	D-1,000
WKNB	New Britain, Conn.	D-1,000
WHAS	Louisville, Ky.	50,000
†WHAB	Stroudsburg, Pa.	D-250
850 KC. CLEAR		
KOA	Denver, Colo.	50,000
WRUF	Gainesville, Fla.	LS-5,000
		N-L-5,000
WHDH	Boston, Mass.	DA-N-5,000
		*DA-50,000
WKBZ	Muskegon, Mich.	DA-1,000
	(CP from 1490 kc.)	
KFUO	Clayton, Mo.	5,000
†WRWR	Albany, N. Y.	DA-10,000
†WNAO	Raleigh, N. C.	DA-N-5,000
WJW	Cleveland, O.	DA-5,000
WEEU	Reading, Pa.	D-1,000
860 KC. CLEAR		
KTRB	Modesto, Cal.	DA-N-1,000
†.....	Atlanta, Ga.	D-1,000
WDMG	Douglas, Ga.	D-1,000
KWPC	Muscatine, Ia.	D-250
KOAM	Pittsburg, Kan.	LS-10,000
		DA-N-5,000
WSON	Henderson, Ky.	D-500
†WKOB	North Adams, Mass.	D-250
†WHOD	Homestead, Pa.	D-250
†WLBG	Laurens, S. C.	D-250
†KPAN	Canyon, Tex.	D-250
KSFA	Nacogdoches, Tex.	D-1,000
WFHG	Bristol, Va.	D-1,000
†.....	Norfolk, Va.	D-1,000
WOAY	Oak Hill, W. Va.	D-250
WFOX	Milwaukee, Wis.	D-250
WNEL	San Juan, P. R.	DA-5,000
870 KC. CLEAR		
KIEV	Glendale, Cal.	D-250
WWL	New Orleans, La.	DA-50,000
WKAR	E. Lansing, Mich.	D-5,000
WHCU	Ithaca, N. Y.	LS-1,000
		N-L-1,000
WGTL	Kannapolis, N. C.	D-1,000
KCNC	Fort Worth, Tex.	D-250
†WFLO	Farmville, Va.	D-1,000
880 KC. CLEAR		
WHB	Kansas City, Mo.	D-1,000
	(CP for 710 kc.)	
WCBS	New York, N. Y.	50,000
WRRZ	Clinton, N. C.	D-1,000
†WRFD	Worthington, O.	D-5,000

(Continued on page 22)

HERE IS IMPORTANT NEWS · *for you*

N. A. B. CONVENTION SEPTEMBER 15 thru 18
ATLANTIC CITY



GATES HAS IMPORTANT DISPLAY OF NEW EQUIPMENT

One of the "don't miss" spots at the National Association of Broadcasters Convention this year is the display of the Gates Radio Company's new line of transmitters and studio equipment.

Both AM and FM equipment are being shown, plus a new line of studio equipment that bids fair to make everyone sit up and take notice. Gates engineers say that it is the easiest equipment to use available today and broadcasters that have been privileged to a preview verify this statement.

Guests attending the Gates display will have the attention of qualified sales and engineering personnel to provide information. Many attractive features

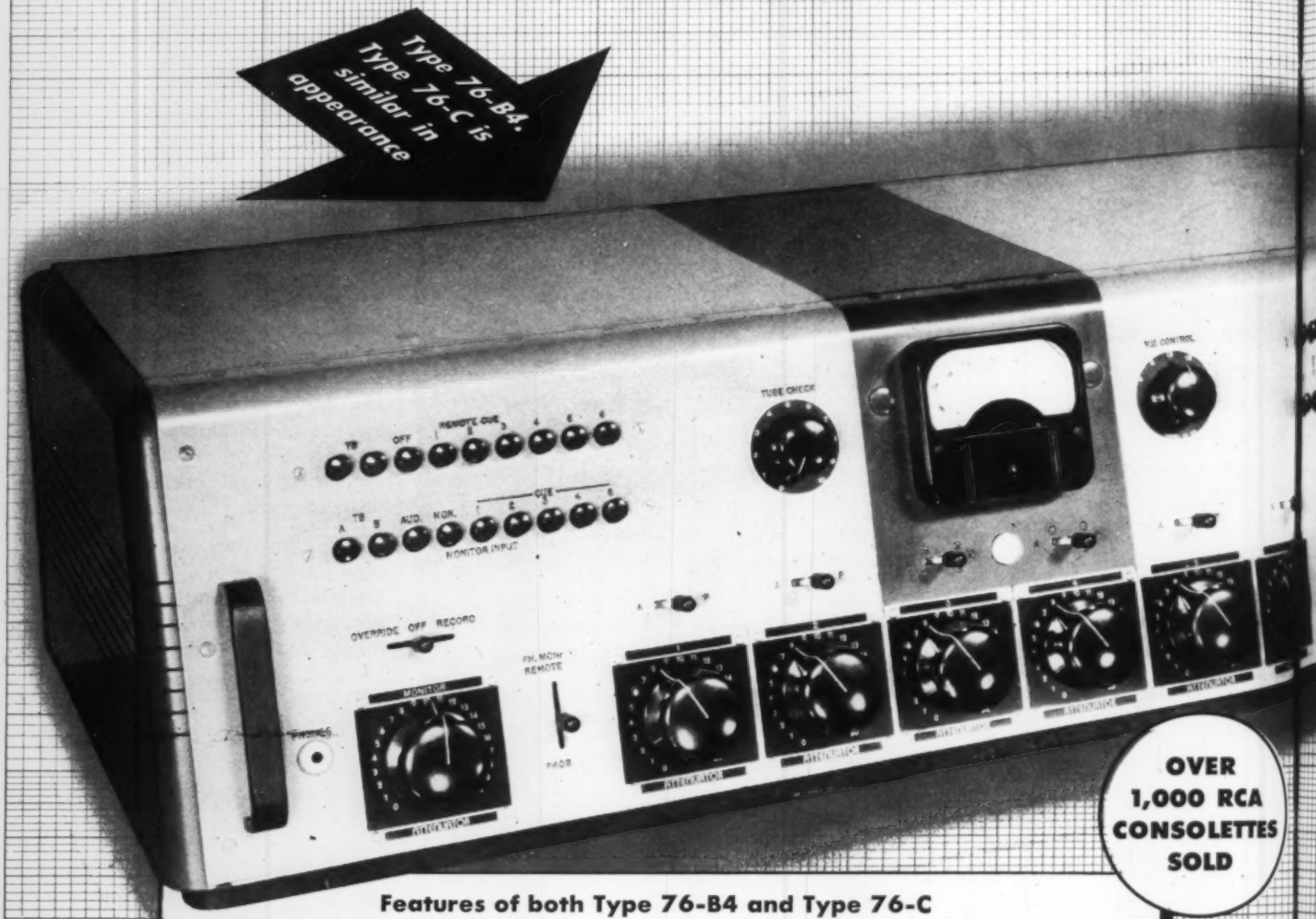
FOR EVERY BROADCAST NEED— DEPEND ON GATES— *ALL WAYS*

BRANCHES—
Eastern Sales Office: 40 Exchange Place, New York 5
Western Sales Office: 1350 N. Highland Ave., Hollywood 28
Canadian Sales: Canadian Marconi Company, Montreal
International distribution overseas by Westinghouse Electric International Company, 40 Wall St., New York 5

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

25 *25th Anniversary Year*

Broadcasting's favorite



OVER 1,000 RCA CONSOLETTES SOLD

Features of both Type 76-B4 and Type 76-C

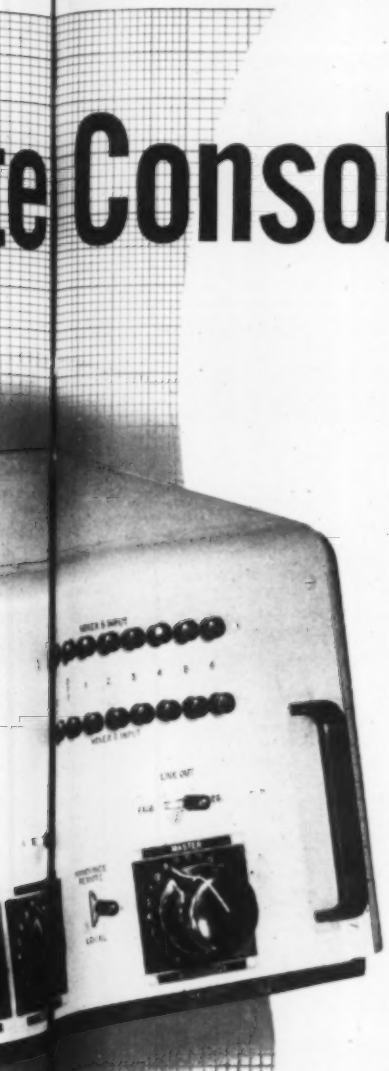
- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call-in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feed-back.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.

In addition . . .

- The 76-B4 has built-in isolation coils for remote lines and turntable booster amplifiers.
- The 76-C has two turntable cue-circuits normally connected for direct operation through monitoring amplifier. Terminal board connections permit routing turntable cue to external amplifier and speaker, if desired.
- The 76-C has all six pre-amplifier outputs and mixer inputs brought out on terminal boards for routing to external jack panels, echo and reverberation facilities, additional microphone inputs, remote lines, and relay switching.

te Consolettes . . .

for AM, FM and TV



Nothing like the 76-B4 and 76-C Consolettes to keep studio programs and rehearsals in motion. Both are flexible and easy to operate. Both provide program quality that meets FM requirements. Both have full facilities for simultaneous auditioning and broadcasting . . . for practically any combination of studios, turntables, or remote lines—AM, FM or TV sound.

Choose the Consolette to Suit Your Station Needs

The Standard 76-B4. This model includes 4 pre-amplifiers. Similar to former RCA 76 series consolettes and known by broadcast engineers the country over, this flexible and versatile audio control system performs all the amplifying, monitoring and control functions of most large and small stations —AM, FM and TV sound.

WHERE IT IS USED

- For two-studio operation . . . with two microphones in each . . . one announce booth microphone, and one control-room microphone.
- For single-studio . . . using four microphones, one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For six remote lines . . . with independent control of each.

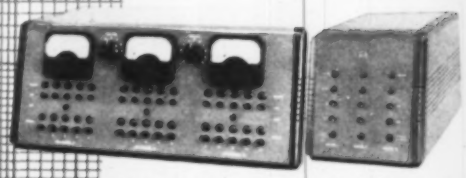
The New De Luxe 76-C. Similar to the companion 76-B4 in appearance, this model incorporates two additional pre-amplifiers (six total). Designed for broadcasters by popular request, here is the complete audio control system to meet your special requirements.

WHERE IT IS USED

- For two-studio operation . . . with four microphones in one studio and two in the other, one announce booth microphone, and one control room microphone.
- For single-studio operation . . . using seven microphones, one announce booth microphone, and one control-room microphone.
- For two transcription turntables, each using a booster pre-amplifier in the consolette.
- For four remote lines . . . with independent control of each.

For complete technical information and details on these consolettes . . . both backed by more than 20 years of broadcast engineering experience in this field . . . call your nearest RCA office or write Dept. 19-I.

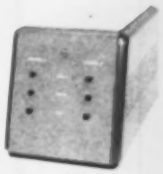
NOW . . . Switching Systems for RCA Consolettes



Master Control Sub-Control

Type BCS-1A—Handles the output of as many as five control consolettes. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type BCS-2A—For the smaller station requiring only two RCA consolettes. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network line).



BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 18)

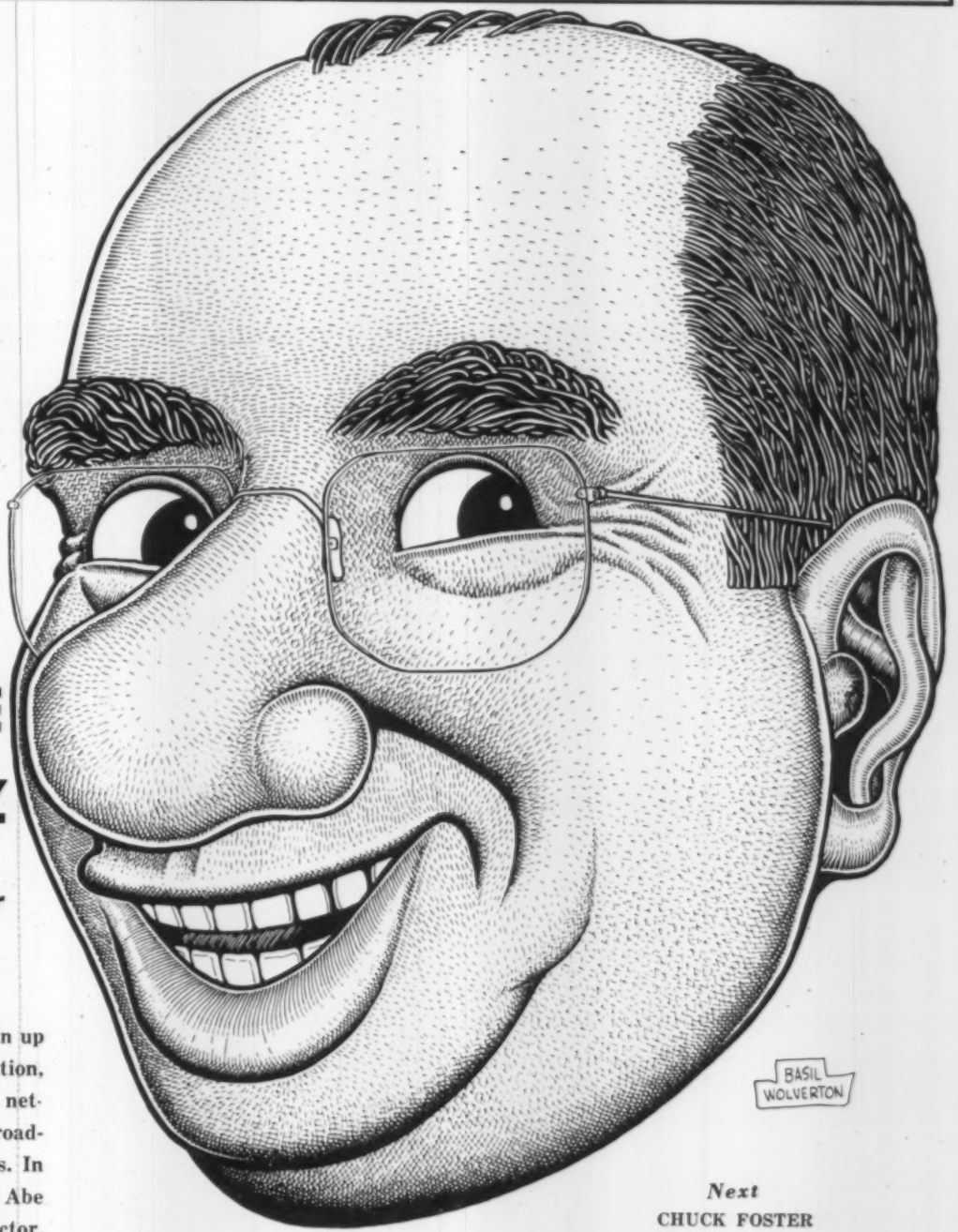
Call Letters	City	Power in Watts
890 KC. CLEAR		
WENR	Chicago, Ill.	50,000
WLS	Chicago, Ill.	50,000
WHNC	Henderson, N. C.	D-1,000
KBYE	Oklahoma City, Okla	D-1,000
900 KC. CLEAR		
WKAX	Birmingham, Ala.	D-1,000
KLCN	Blytheville, Ark.	D-1,000
†KSGN	Sanger, Cal.	D-1,000
†WSWN	Belle Glade, Fla.	D-1,000
WKYW	Louisville, Ky.	D-1,000
†WOTW	Nashua, N. H.	D-1,000
WFRB	Utica, N. Y.	D-1,000
WAYN	Rockingham, N. C.	D-1,000
†WAND	Canton, O.	D-500
WSBA	York, Pa.	D-1,000
†WATK	Antigo, Wis.	D-250
910 KC. CLEAR		
KLX	Oakland, Cal.	1,000
KPOF	Denver, Colo.	LS-5,000 N-1,000
KFKA	Greeley, Colo.	1,000
WSUI	Iowa City, Ia.	DA-5,000
†KJAN	Opelousas, La.	DA-N-1,000
WABI	Bangor, Me.	DA-N-5,000
WFDF	Flint, Mich.	DA-1,000
WCOC	Meridian, Miss.	LS-5,000 N-1,000
WPFB	Middletown, O.	D-1,000
†WAVL	Apollo, Pa.	D-1,000
WGBI	Scranton, Pa.	LS-1,000 N-500
WQAN	Scranton, Pa.	LS-1,000 N-500
WPRP	Ponce, P. R. (CP from 1420 kc.)	DA-5,000
†WFRN	Orangeburg, S. C.	D-1,000
WJHL	Johnson City, Tenn.	LS-5,000 DA-N-1,000
†WPTN	Paris, Tenn.	D-1,000
†KRIO	McAllen, Tex.	DA-1,000
KRRV	Sherman, Tex.	DA-1,000
KALL	Salt Lake City, Utah	DA-1,000
WRNL	Richmond, Va.	DA-N-5,000
KVAN	Vancouver, Wash.	DA-1,000
920 KC. REGIONAL		
KARK	Little Rock, Ark.	DA-N-5,000
KVEC	San Luis Obispo, Cal.	LS-1,000 N-500
KFXJ	Grand Junction, Colo.	LS-1,000 N-500
WGST	Atlanta, Ga.	LS-5,000 N-1,000
WBAA	W. Lafayette, Ind.	LS-5,000 DA-N-1,000
KFNF	Shenandoah, Ia.	LS-1,000 N-500 †LS-5,000 N-500
†KDHL	Fairbault, Minn.	DA-1,000
†.....	Wadena, Minn.	DA-N-1,000
†.....	Las Vegas, Nev.	D-1,000
KOLO	Reno, Nev.	DA-1,000
WTTM	Trenton, N. J.	DA-1,000
†WKRT	Cortland, N. Y.	D-1,000
WBBB	Burlington, N. C.	D-5,000
WJAR	Providence, R. I.	DA-5,000
KUSD	Vermillion, S. D.	500
†KELP	El Paso, Tex.	D-1,000
KECK	Odessa, Tex.	D-1,000
†KTLW	Texas City, Tex.	D-1,000
KXLY	Spokane, Wash.	5,000
WMMN	Fairmont, W. Va.	DA-N-5,000
930 KC. REGIONAL		
KHJ	Los Angeles, Cal.	DA-5,000
†KROM	Pueblo, Colo.	LS-5,000 DA-N-1,000
WJAX	Jacksonville, Fla.	LS-5,000 N-1,000 *DA-N-5,000
KSEI	Pocatello, Ida.	LS-1,000 N-250 *DA-N-5,000
WTAD	Quincy, Ill.	DA-N-1,000
†WKCT	Bowling Green, Ky.	D-1,000
WFMD	Frederick, Md.	DA-N-500 *DA-N-1,000
WSLI	Jackson, Miss. (CP from 1450 kc.)	DA-N-5,000
WPAT	Paterson, N. J.	D-1,000
WBEN	Buffalo, N. Y.	DA-N-5,000
WRRF	Washington, N. C.	D-5,000
WKY	Oklahoma City, Okla.	DA-N-5,000
†WCNR	Bloomsburg, Pa.	D-500
†KSDN	Aberdeen, S. D.	DA-1,000
†KITE	San Antonio, Tex.	D-1,000
WSAZ	Huntington, W. Va.	LS-5,000 DA-N-1,000
WLBL	Stevens Point, Wis.	D-5,000
KTKN	Ketchikan, Alaska	1,000
940 KC. CLEAR		
KTKC	Visalia, Cal.	DA-5,000
WINZ	Hollywood, Fla.	D-1,000 *DA-1,000
WMAZ	Macon, Ga.	DA-10,000
WMIX	Mt. Vernon, Ill.	D-1,000
†KIOA	Des Moines, Ia.	LS-10,000 DA-U-N-5,000
WTPS	New Orleans, La.	D-1,000
†WESA	Charleroi, Pa.	D-250
†KVAI	Amarillo, Tex.	DA-1,000
†WIPR	Rio Piedsas, P. R.	DA-10,000
950 KC. REGIONAL		
KFSA	Ft. Smith, Ark.	D-1,000 *LS-1,000 DA-N-500
KFEL	Denver, Colo.	DA-5,000
WLOF	Orlando, Fla.	DA-5,000
WGOV	Valdosta, Ga. (CP from 1450 kc.)	LS-5,000 DA-U-N-1,000
KDSH	Boise, Ida.	1,000 *DA-N-5,000
WAAF	Chicago, Ill.	D-1,000
WORL	Boston, Mass.	D-1,000
WWJ	Detroit, Mich.	DA-N-5,000
†WARC	Rochester, N. Y.	DA-1,000
WPEN	Philadelphia, Pa.	DA-N-5,000
WIBX	Utica, N. Y.	DA-5,000
WSPA	Spartanburg, S. C.	DA-N-5,000
KPRC	Houston, Tex.	DA-N-5,000
KSEL	Lubbock, Tex.	D-1,000
Put (CP from 230 kc.) under WIBX (CP from 1230 kc.)		*LS-1,000 DA-N-500
KJR	Seattle, Wash.	DA-N-5,000
WKNA	Charleston, W. Va.	DA-1,000
960 KC. REGIONAL		
WBRC	Birmingham, Ala.	DA-N-5,000
KOOL	Phoenix, Ariz.	DA-N-5,000
KROW	Oakland, Cal.	1,000 *DA-5,000
WELI	New Haven, Conn.	LS-1,000 DA-N-500 *DA-N-1,000
WSBT	South Bend, Ind.	DA-5,000
KMA	Shenandoah, Ia.	DA-N-5,000
†KROF	Abbeville, La.	D-1,000
WBOC	Salisbury, Md. (CP from 1230 kc.)	DA-N-1,000
KFVS	Cape Girardeau, Mo. (CP from 1400 kc.)	LS-1,000 DA-N-500
WMFF	Plattsburg, N. Y. (CP from 1340 kc.)	DA-1,000
†WWST	Wooster, O.	D-500
KGKL	San Angelo, Tex.	LS-5,000 DA-N-1,000
KOVO	Provo, Utah (CP from 1240 kc.)	DA-N-1,000
WDBJ	Roanoke, Va.	DA-N-5,000
970 KC. REGIONAL		
WFLA	Tampa, Fla.	DA-N-5,000
WAVE	Louisville, Ky.	DA-5,000
WCSH	Portland, Me.	DA-N-5,000
†WMMI	Marquette, Mich.	D-1,000
†KLER	Rochester, Minn.	DA-1,000
†KMON	Great Falls, Mont.	DA-N-5,000
WAAT	Jersey City, N. J.	DA-N-1,000
WEBR	Buffalo, N. Y. (CP from 1340 kc.)	DA-5,000
†WRCS	Ahoskie, N. C.	D-1,000
WDAY	Fargo, N. D.	DA-N-5,000
WICA	Ashtabula, O.	D-1,000 *LS-5,000 *DA-U-N-1,000
KOIN	Portland, Ore.	DA-N-5,000
WWSW	Pittsburgh, Pa. (CP from 1490 kc.)	DA-5,000
WJMX	Florence, S. C.	D-5,000
KWBC	Ft. Worth, Tex.	D-1,000
WHA	Madison, Wis.	D-5,000
KHBC	Hilo, T. H. (CP from 1230 kc.	1,000
980 KC. REGIONAL		
†WKLF	Clanton, Ala.	D-1,000
KFWB	Los Angeles, Cal.	5,000
†KGEW	Oroville, Cal.	D-1,000
WRC	Washington, D. C.	DA-N-5,000
WKLY	Hartwell, Ga.	D-1,000
KMBC	Kansas City, Mo.	DA-N-5000
WTRY	Troy, N. Y.	DA-1,000 *DA-5,000
WGBG	Greensboro, N. C.	D-1,000
WSIX	Nashville, Tenn.	DA-N-5,000
990 KC. CLEAR		
KWEM	W. Memphis, Ark.	D-1,000
†.....	Torrington, Conn.	D-1,000
†WHOO	Orlando, Fla.	LS-10,000 DA-N-5,000
WCAZ	Carthage, Ill.	1,000
WJMR	New Orleans, La.	D-250
WBET	Brockton, Mass.	D-250
†WSTS	Southern Pines	D-250
WIBG	Philadelphia, Pa.	DA-10,000
WNOX	Knoxville, Tenn.	DA-N-10,000
KTRM	Beaumont, Tex.	D-250
†KFDF	Wichita Falls, Tex.	LS-5,000 DA-N-1,000
WPRA	Mayaguez, P. R.	LS-5,000 N-1,000 *DA-10,000
1000 KC. CLEAR		
WCFL	Chicago, Ill.	DA-10,000 *DA-50,000
WKNS	Kinston, N. C.	D-1,000
KTOK	Oklahoma City (CP from 1400 kc.)	LS-5,000 DA-N-1,000
WSCR	Scranton, Pa.	D-1,000
†KSTA	Colman, Tex.	D-250
KGRI	Henderson, Tex.	D-250
†WHLW	Rutland, Vt.	D-1,000
KOMO	Seattle, Wash.	5,000 *DA-N-50,000
1010 KC. CLEAR		
KLRA	Little Rock, Ark.	LS-10,000 DA-N-5,000
WJVB	Jacksonville Beach, Fla.	D-250
WEAS	Decatur, Ga.	D-1,000
WSUA	Bloomington, Ind.	D-1,000
†KIND	Independence, Kan.	D-250
WINS	New York, N. Y.	LS-50,000 DA-U-N-10,000 *DA-50,000
WABZ	Albemarle, N. C.	D-1,000
†KAMQ	Amarillo, Tex.	D-1,000
KWBU	Corpus Christi, Tex. (CP from 1030 kc.)	DA-D-50,000
1020 KC. CLEAR		
KFVD	Los Angeles, Cal.	LS-5,000 N-L-5,000
WCIL	Carbondale, Ill.	D-1,000
WMMJ	Peoria, Ill.	D-1,000
KDKA	Pittsburgh, Pa.	50,000
1030 KC. CLEAR		
WBZ	Boston, Mass.	50,000
WBZA	Springfield, Mass.	1,000
KOB	Albuquerque, N. M. (SSA on 770 kc.)	50,000
KWBU	Corpus Christi, Tex.	SH-50,000
1040 KC. CLEAR		
WHO	Des Moines, Iowa	50,000
KIXL	Dallas, Tex.	D-1,000
1050 KC. CLEAR		
WRFS	Alexander City, Ala.	D-1,000
†.....	North Little Rock, Ark.	D-1,000
KVSM	San Mateo, Cal.	D-250
WDZ	Tuscola, Ill.	D-1,000
†KGAR	Gordan City, Kan.	D-1,000
†WZIP	Covington, Ky.	D-250
WKTM	Mayfield, Ky.	D-1,000
WGAY	Silver Spring, Md.	D-1,000
WPAG	Ann Arbor, Mich.	D-1,000
WHN	New York, N. Y.	DA-50,000
WWGP	Sanford, N. C.	D-1,000
KFMJ	Tulsa, Okla.	D-1,000
†WTVN	Johnson City, Tenn.	D-1,000
†KRKL	Kirkland, Wash.	D-250
†WRFA	Antigo, Wis.	D-250
†WRFW	Eau Claire, Wis.	D-1,000
WLIP	Kenosha, Wis.	D-250
1060 KC. CLEAR		
WIBV	Belleville, Ill.	D-250
WHFB	Benton Harbor, Mich.	D-1,000
†WMAP	Monroe, N. C.	D-250
WCMW	Canton, Ohio	D-1,000
KYW	Philadelphia, Pa.	DA-50,000
1070 KC. CLEAR		
WAPI	Birmingham, Ala.	DA-N-5,000
KNX	Los Angeles, Cal.	50,000
†WMUY	Coral Gables, Fla.	D-1,000
WIBC	Indianapolis, Ind.	DA-50,000
KFBI	Wichita, Kan.	LS-10,000 DA-N-1,000
KHMO	Hannibal, Mo. (CP from 1340 kc.)	LS-5,000 DA-U-N-1,000
WHPE	High Point, N. C.	D-1,000
KBKI	Alice, Tex.	D-1,000
†WKOW	Madison, Wis.	LS-10,000 DA-U-N-5,000
WKUM	Arecibo, P. R. (CP froW 1230 kc.)	DA-10,000
1080 KC. CLEAR		
†KSCO	Santa Cruz, Cal.	D-1,000
WTIC	Hartford, Conn.	DA-N-50,000
†WOAP	Owosso, Mich.	D-250
†WREX	Duluth, Minn.	LS-10,000 DA-U-N-5,000
†WNYB	Kenmore, N. Y.	D-1,000
†WCWO	Laurinburg, N. C.	D-1,000
KWJJ	Portland, Ore.	DA-1,000 *DA-10,000
WPGH	Pittsburgh, Pa.	D-1,000
KRLD	Dallas, Tex.	DA-N-50,000
1090 KC. CLEAR		
KTHS	Hot Springs, Ark.	LS-10,000 N-1,000
WCRA	Effingham, Ill.	D-250
†WFTW	Ft. Wayne, Ind.	D-1,000
KAYX	Waterloo, Ia.	D-1,000
WBAL	Baltimore, Md.	DA-N-50,000
WBMS	Boston, Mass.	D-1,000
WMUS	Muskegon, Mich.	D-1,000
KING	Seattle, Wash.	DA-10,000
1100 KC. CLEAR		
KJBS	San Francisco, Cal.	LS-1,000 L-1,000
WLBB	Carrollton, Ga.	D-250
WHLI	Hempstead, N. Y.	D-250
WGAT	Utica, N. Y.	D-250
WTAM	Cleveland, O.	50,000
WGPA	Bethlehem, Pa.	D-250
1110 KC. CLEAR		
KSLA	Pasadena, Cal.	DA-10,000
WALT	Tampa, Fla.	D-1,000
WMBI	Chicago, Ill.	LS-5,000 L-5,000
†.....	Newport, Ky.	D-1,000
WSLA	Hammond, La.	D-250
KFAB	Omaha, Neb.	DA-N-50,000
†WONO	Oneonta, N. Y.	D-250
WBT	Charlotte, N. C.	DA-N-50,000
WNAR	Norristown, Pa.	D-500
WHIM	Providence, R. I.	D-1,000
KIPA	Hilo, T. H.	1,000
†WVJP	Caguas, P. R.	250
1120 KC. CLEAR		
WBCC	Bethesda, Md.	D-250
KMOX	St. Louis, Mo.	50,000
WWOL	Lackawanna, N. Y.	D-1,000
KCLE	Cleburne, Tex.	D-250
1130 KC. CLEAR		
KRDU	Dinuba, Cal.	D-250
KYOR	San Diego, Cal.	D-250 *DA-5,000
KWKH	Shreveport, La.	DA-N-50,000
WCAR	Pontiac, Mich.	D-1,000
WDGY	Minneapolis, Minn.	LS-5,000 L-500
WNEW	New York, N. Y.	DA-10,000
KGDM	Stockton, Cal.	DA-N-5,000
†.....	Miami, Fla.	LS-10,000 DA-U-N-5,000
KGEM	Boise, Ida. (CP from 1340 kc.)	DA-N-10,000
WSIV	Pekin, Ill.	D-1,000
KLPR	Oklahoma City	D-1,000
KSOO	Sioux Falls, S. D.	LS-5,000 L-5,000
KORC	Mineral Wells, Tex.	D-250
WRVA	Richmond, Va.	DA-50,000
1150 KC. REGIONAL		
WJRD	Tuscaloosa, Ala. (CP from 1230 kc.)	LS-5,000 DA-N-1,000
†KTOR	Coolidge, Ariz.	DA-N-1,000
KFSG	Los Angeles, Cal.	LS-2,500 N-1,000
KRKD	Los Angeles, Cal.	LS-2,500 N-1,000
WDEL	Wilmington, Del.	DA-5,000
WNDB	Daytona Beach, Fla.	D-1,000
†KWDM	Des Moines, Ia.	DA-1,000
KSAL	Salina, Kan.	DA-N-1,000 *LS-5,000 *DA-U-B-1,000
WJBO	Baton Rouge, La.	DA-5,000
WCOP	Boston, Mass.	DA-5,000
†KGFM	Great Falls, Mont.	DA-N-5,000
†WRUN	Utica, N. Y.	LS-5,000 DA-U-N-1,000
WFNS	Burlington, N. C.	D-1,000
KFJI	Klamath Falls, Ore. (CP from 1240 kc.)	DA-N-1,000
WKPA	New Kensington, Pa.	D-250
WAPO	Chattanooga, Tenn.	LS-5,000 DA-N-1,000
WTAW	College Station, Tex.	D-1,000
KRSC	Seattle, Wash.	1,000
WISN	Milwaukee, Wis.	DA-5,000
†WORA	Mayaguez, P. R.	1,000
1160 KC. CLEAR		
WJJD	Chicago, Ill.	LS-50,000 DA-L-N-L-50,000
KSL	Salt Lake City, Utah	50,000
1170 KC. CLEAR		
†.....	Montgomery, Ala.	LS-10,000
KSDJ	San Diego, Cal.	LS-5,000 DA-U-N-1,000
KLOK	San Jose, Cal.	D-5,000
WLBH	Mattoon, Ill.	D-250
KVOO	Tulsa, Okla.	DA-N-50,000
†KPUG	Bellingham, Wash.	DA-1,000
WWVA	Wheeling, W. Va.	DA-N-50,000
1180 KC. CLEAR		
WLDS	Jacksonville, Ill.	D-1,000
WHAM	Rochester, N. Y.	50,000
1190 KC. CLEAR		
†KYSC	Yuma, Ariz.	DA-1,000
KGYW	Vallejo, Cal.	D-250
WOWO	Ft. Wayne, Ind.	10,000
KWHK	Hutchison, Kan.	D-1,000
WANN	Annapolis, Md.	D-1,000
WKOX	Framingham, Mass.	D-1,000
WLIB	Brooklyn, N. Y.	LS-1,000 N-L-1,000
WBUY	Lexington, N. C. (CP for 1450 kc.)	D-250
KEX	Portland, Ore.	5,000 *DA-50,000
KLIF	Oak Cliff, Tex.	D-1,000
1200 KC. CLEAR		
WOAI	San Antonio, Tex.	50,000
1210 KC. CLEAR		
WCNT	Centralia, Ill.	D-1,000
WKNX	Saginaw, Mich.	D-1,000
WADE	Wadesboro, N. C.	D-1,000
†WWSO	Springfield, O.	D-250
WCAU	Philadelphia, Pa.	50,000
1220 KC. CLEAR		
†WFEC	Miami, Fla.	D-250
WSFT	Thomaston, Ga.	D-250
†WILP	La Salle, Ill.	D-250
WGNY	Newburgh, N. Y.	D-1,000
WGAR	Cleveland, O.	DA-50,000
WRIB	Providence, R. I.	D-250
†KWRT	Renton, Wash.	D-250
1230 KC. LOCAL		
†WAUL	Auburn, Ala.	250
†WIRB	Enterprise, Ala.	250
WBHP	Huntsville, Ala.	250
WMOB	Mobile, Ala.	250
WHTB	Talladega, Ala.	250
WJRD	Tuscaloosa, Ala. (CP for 1150 kc.)	250
WTBC	Tuscaloosa, Ala. (CP from 1450 kc.)	250
KSUN	Lowell, Ariz.	250
KPHO	Phoenix, Ariz.	250
KRKN	Ft. Smith, Ark.	250
KBTM	Jonesboro, Ark.	250
KGHI	Little Rock, Ark. (CP for 1250 kc.)	250
KERO	Bakersfield, Cal.	250
KWTC	Barstow, Cal.	250
KXO	El Centro, Cal.	250
KGVN	Grass Valley, Cal.	250
KGFJ	Los Angeles, Cal.	250
KPRL	Paso Robles, Cal.	250
KVCV	Redding, Cal. (CP for 600 kc.)	250
KWG	Stockton, Cal.	250
KRAI	Craig, Colo.	250
†KVWM	Grand Junction, Colo.	250

(Continued on page 212)

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena



ABE BERCOVITZ

Musical Director

KGW and Abe Bercovitz have grown up together. When Abe came to the station, some 23 years ago, there were no network programs and the musicians broadcast on a more or less ad lib basis. In 1927 KGW affiliated with NBC and Abe was appointed KGW Musical Director. KGW received its 20-year plaque from NBC this year. Abe observed his 20th anniversary as KGW Musical Director by directing several programs. Maybe KGW should have given him a plaque! If it is true—and it surely is—that a station establishes its personality as much by the quality of its live-talent programs as by its network releases, then Abe Bercovitz has been one of the big elements in KGW's continued progress. Here's to 20 more years of mutual success, Abe!

Next
CHUCK FOSTER
Nite News Chief

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Things are happening in PEORIA

BUSES are crowded, streets are jammed. Stores are filled. Business is good! This thriving, typical American city has stepped into the Nation's spotlight. Two recent surveys show that (1) Peoria is the first Radio Test City, (2) Peoria's WMBD has the highest bonus audience in the country on the first 15 evening shows.

No. 1 RADIO TEST CITY IN THE UNITED STATES*

Sales and advertising experts choose Peoria as best radio test city. Over twenty years of outstanding service to its clients and community has kept WMBD first in Peoriarea.

*Test Market Survey conducted by *Sales Management* magazine (June '47).

TOP BONUS-AUDIENCE DELIVERING STATION*

WMBD delivers larger bonus audiences on the first 15 evening shows than any other station in the country. Every CBS show on WMBD has a Hooper rating higher than the national.

**The Billboard's* Continuing Program Studies (Dec. '46-April '47).

First in Peoriarea — **WMBD** — **Peoria, Illinois**

CBS AFFILIATE — 5000 WATTS

Edgar L. Bill, President • Charles C. Caley, Exec. Vice-Pres. • Free & Peters, National Representatives

A STATION A DAY!

1947 is far from over. Yet it's already set a record for United Press radio news. New clients have averaged more than a station a day.

Reasons are as clear as U. P.'s news style. Some are:

The 26 news roundups a day, blending world and regional reports to local tastes, and running in time with local listening habits . . .

the 23 regular features constantly bettering their own best marks for usage and sponsorship* . . .

the 179 special scripts—and more coming—on topics ranging from food to foreign affairs to fashions. Every one is a bonus-attraction.

U. P.'s new highs in sales are the simple consequence of new highs in service. They dramatize again the theme of U. P.'s success-story: it's foremost because it offers most.

*Our folder, "77 Kinds of Sponsors for United Press Features," tells about this. Ask your U. P. bureau for a copy.

U.P. United Press

Tailor Made Spot Programs Bring Results!

L. L. Burkenroad, (left) Proprietor of Sample Fur Shop and Shirley Brown, Customer.

Omaha Furrier Uses Spot Schedule on KOIL for OVER 10 YEARS !

For more than a decade, the Sample Fur Shop of Omaha has been using specifically tailored spots on KOIL to reach a specific group of buyers. And according to L. L. Burkenroad, proprietor of the Sample Fur Shop, these spots "bring results."

On the air Monday through Saturday at 7:30 A.M., all announcements are spotted in "Coffee Club," a participating show. There's a peak women audience at this breakfast hour—housewife, business woman, teen-ager—and they're all potential buyers of furs.

Yes—tailor-made spots *sell* for KOIL advertisers and they can sell for you, too. Get your message to the Omaha-Council Bluffs market over KOIL—the station that brings you sales results everytime.

Charles T. Stuart, President and Executive Director
Executive Offices—Stuart Building, Lincoln, Nebraska
W. J. NEWENS, Station Manager

KOIL OMAHA COUNCIL BLUFFS
BASIC ABC
1290 KC 5000 WATTS
Represented by EDWARD PETRY CO., INC.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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IN THIS ISSUE . . .

See Complete Index on Page 3

At Washington Headquarters

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WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

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Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

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David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

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417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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★★★★
EXTRA
DAILY
COLLINS IS DISPLAYING SUPERB EQUIPMENT
AT THE CONVENTION
COLLINS EQUIPMENT CHOSEN BY OVER 350 BROADCAST STATIONS
Can Supply Everything a Broadcaster Needs for AM and FM
Wide Variety of Equipment In Collins Exhibit
NEW FM RING ANTENNA SCORES A HIT
First Installation Proves Efficiency Simple, Economical Easy to Install
New AM and FM Transmitters
22 OFFICIALS, ENGINEERS AND SALES PERSONNEL IN ATTENDANCE AT THE NAB CONVENTION
Show Newly Designed Speech Equipment Including Consoles, Turntables, And Speaker Enclosures
FEATURE ADVANCED ENGINEERING EXTREME ACCESSIBILITY AND SMART STYLING
SPEECH EQUIPMENT TAILORED TO A STATION'S INDIVIDUAL NEEDS

You will find much to interest you deeply at the Collins Radio Company's booth in the Atlantic City Municipal Auditorium. Here are 1040 square feet of floor space packed full of the most advanced types of broadcast station equipment.

We are showing three transmitters which represent a complete new line ranging from 250 watts to 50 kilowatts, both AM and FM. These are the 20T, 1000 watts AM, the 21B/21L 5/10 kw AM, and the 734A 10 kw FM. Open them, front and rear. Note the orderly arrangement, the excellent workmanship, the big components, and the extreme accessibility.

There are racks of amplifiers, meter panels, equalizers, power supplies, accessories. Everything from a to z.

There are consoles to make an operator's fingers itch, turntables equipped for recording and playback, remote amplifiers—a complete line of audio equipment.

Note the modern, functional styling which distinguishes each piece of equipment in the entire display. Styling in which a station owner will take pride for years to come.

Come to the Collins booth prepared to stay a while and see it all. Our representatives will do their best to make your visit interesting and profitable.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

ADVANCE REGISTRATION FOR NAB CONVENTION

(*Continued from page 14*)

Porter, Glen J., WMID Atlantic City
Poster, Henry WNEW New York
Potter, David, WNAE Warren, Pa.
Potter, Mrs. Marian, WNAE Warren, Pa.
Powers, Helen, Ralph Powers Productions, Baltimore
Pozgay, S. W., General Electric Co., Syracuse
Pratt, Stanley R., WSOO Sault Ste. Marie, Mich.
Pree, Walter, Graybar Electric Co., Minneapolis
Preis, Rex L., KTSA San Antonio
Prendergast, Frank J., WTMV East St. Louis, Ill.
Pribble, Vernon H., WTAM Cleveland
Price, Thomas, WWSW Pittsburgh
Priebe, Robt. E., KRSC Seattle
Proctor, Frank S., WTJS Jackson, Tenn.
Provol, George A., KDYL Salt Lake City, Utah
Pryor, E. J. WRRN Warren, Ohio
Purcell, W. J., WGY-WGFM-WRGB Schenectady
Purvis, Melvin, WOLS Florence, S. C.
Pyle, Helen G., KVOD Denver
Pyle, Kay W., KFBI Wichita, Kan.
Pyle, William D., KVOD Denver

Q

Quarton, Wm. B., WMT Cedar Rapids, Iowa

R

Raber, Joe, WMMJ Peoria, Ill.
Radner, Roy, WIBM Jackson, Mich.
Rambeau, Wm. G., William G. Rambeau Co., Chicago
Ramsland, Odin S., KDAL Duluth, Minn.
Randa, B. W. Weed & Co., Atlanta, Ga.
Rankin, George P., WMAZ Macon, Ga.
Rathbun, Jack, WCOA Pensacola, Fla.
Ray, Stanley W., Jr., WJMR-WRCM New Orleans
Ream, Joseph, CBS New York
Reams, Frazier, WTOL Toledo, Ohio
Reed, Paul W., WFAH Alliance, Ohio
Reed, Robert B., KTSW Emporia, Kan.
Reilly, W. J., Weed & Co., Detroit
Reinecker, Reese H., KXYZ Houston, Tex.
Reineke, Earl, WDAY Fargo, N. D.
Reiter, Hy, BMI New York
Rekart, Arthur, KXOX St. Louis
Rembert, Clyde W., KRLD Dallas
Reynolds, John B., WKWK Wheeling, W. Va.
Reynolds, Paul E., WDBJ Roanoke, Va.
Riblet, Henry B., Glenn D. Gillett & Assoc., Washington
Richards, E. V., WSMB New Orleans
Richmond, R. W., WHKK Akron
Ring, William E., WWVA Wheeling
Rines, William H., WCSH Portland, Me.
Ringson, W. R., WRDW Augusta, Ga.
Rintoul, Stephen R., WRWR Albany
Roberson, H. P., KFDA Amarillo, Tex.
Roberson, W. R. Jr., WRRF-WRRZ Washington, N. C.
Robertson, Bruce, BROADCASTING
Robertson, C. M. Jr., WKRC Cincinnati
Robertson, James W, WFMD Frederick, Md.
Robertson, Madeleine, WRVA Richmond, Va.
Robertson, Miller C., KSTP St. Paul, Minn.
Robinson, D. E., BMB New York
Robinson, Hubbell Jr., CBS New York
Robinson, Irving B., Yankee Network, Boston
Robinson, Ralph J., WACE Chicopee, Mass.
Robison, Ashby L., WORL Boston
Rockwell, R. J., WLW Cincinnati
Rockwell, William Shepard, Graybar Electric Co., Cleveland
Rogers, Naylor, Keystone Bcstg. System, Chicago
Rogers, Wilmot, BMB San Francisco
Rosen, Eugene, U. S. Recording Co., Washington
Rosene, Marshall, WSAZ Huntington, W. Va.
Rosenhaus, Irving R., WAAT Newark
Rosenhaus, Mrs. Irving R., WAAT Newark
Rosenwald, Edward J., Louis G. Cowan, New York
Ross, Cecil C., Graybar Electric Co., Dallas
Roth, Eugene J., KONO San Antonio
Rothensies, Walter J., WSBA York, Pa.
Rothschild, Walter, WTAD Quincy, Ill.
Rowan, B. J., WGY-WGFM-WRGB Schenectady
Royal, John F., WNBC New York
Rudloff, Everett A., WJLK Asbury Park, N. J.
Rudolph, F. J., C. P. MacGregor, Hollywood
Runnion, Gladys A., KXLW St. Louis
Runnion, Guy, KXLW St. Louis
Runyon, C. R., III, Long Island City, N. Y.
Rupp, Mrs. Essie, The Fred A. Palmer Co., Cincinnati
Russell, Frank M., WRC Washington
Ryan, J. Harold, The Fort Industry Co., Toledo
Ryan, William B., KFI Los Angeles

S

Saddler, Owen, KMA Shenandoah, Iowa
Samardick, Robert P., WOW Omaha
Sanders, Ben B., KICD Spencer, Iowa
Sandford, F. Eugene, WKYW Louisville
Sanger, Elliott M., WQXR New York
Saumenig, J. D., WIS Columbia, S. C.
Sawyer, Raymond H., KMA Shenandoah, Iowa
Schechter, A. A., MBS New York
Scheihing, Gordon A., WHIT New Bern, N. C.
Schepp, Rex, KPHO Phoenix
Schilpin, Frederick C., KFAM-FM St. Cloud, Minn.
Schindler, C. E., WGRC Louisville
Schloss, Pete, WWSW Pittsburgh
Schmid, Robert A., MBS New York
Schreiber, Frank, WGNB Chicago
Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.
Schroy, Audrey, WKBV Richmond, Va.
Schudt, William, CBS New York
Scott, G. Douglas, Canadian Assn. of Broadcasters, Toronto
Scripps, W. J., WWJ Detroit
Sedgewick, Harry, CBC
Seebeck, Charles E., WTON Staunton, Va.
Sepaugh, L. M., WSLI Jackson, Miss.
Severance, Harry, WGTM Wilson, N. C.
Sewell, P. G., WJMX Florence, S. C.
Sexton, Morgan, KROS, Clinton, Iowa
Shaffer, Roger, WSPA Spartansburg, S. C.
Shafto, G. Richard, WIS Columbia, S. C.
Shannon, Jayne, J. Walter Thompson, New York
Sharp, Ivor, KSL Salt Lake City
Shearer, T. Rodney, A. C. Nielsen Co., Chicago
Shepard, John, 3rd, WNAC Boston
Sherwood, Alex, Standard Radio, New York
Shipley, Larry, WJMO Cleveland
Shoemaker, Ralph, WBAB Atlantic City
Sholis, Victor A., WHAS Louisville
Shouse, James D., WLW Cincinnati
Shultz, John W., WMVA Martinsville, Va.
Siegel, Jack, WLOW Norfolk, Va.
Sillerman, Michael M., Keystone Bcstg. System, New York
Silver, Douglas, WIRA Fort Pierce, Fla.
Simon, Arthur, WLIB New York
Sinn, John L., Frederic W. Ziv Co., New York
Sipes, Leon M., KELD El Dorado, Ark.
Skinnell, Julian F., WLBR Lebanon, Pa.
Slates, William, KRKN Fort Smith, Ark.
Slatter, E. M., Academy of Radio Arts, Toronto
Slatter, J., Radio Representatives Ltd., Toronto
Slavick, H. W., WMC Memphis
Smiley, David E., WDAE Tampa
Smith, Calvin J., KFAC Los Angeles
Smith, Carleton D., WRC Washington
Smith, C. E., UBC Cleveland
Smith, Earl H., WLCS Baton Rouge, La.
Smith, Edward G., General Mills, Minneapolis
Smith, H. M., WLW Cincinnati
Smith, Hugh M., WLAU Laurel, Miss.
Smith, Joe L. Jr., WJLS Beckley, W. Va.
Smith, J. Kelly, CBS New York
Smith, J. Porter, WGRC Louisville
Smith, T. Frank, KRIS Corpus Christi
Smithgall, Charles A., WGGA Gainesville, Ga.
Smullin, Wm. B., KIEM Eureka, Calif.
Smullin, Mrs. Wm. B., KUIN-KSJO Eureka, Calif.
Snyder, Clarke A., Bulova Watch Co., New York
Snyder, Glenn, WLS Chicago
Snyder, Marie D., Raymond M. Wilmotte, Washington
Soule, Robert G., WFBL-WFBL-FM Syracuse
Sowell, F. C., WLAC Nashville
Spargo, John S., Raytheon Mfg. Co., Waltham, Mass.
Sparnon, Ken, BMI New York
Speed, William C., Audio Devices, New York
Spence, Harry R., KXRO Aberdeen, Wash.
Spencer, William H., WHOT South Bend, Ind.
Spight, Lindsey H., John Blair & Co., San Francisco
Spiro, Avron, Lake-Spiro-Shurman Inc., Memphis
Spokes, Alfred E., WJOY Burlington, Vt.
Spratlin, Frank M., WGST Atlanta
Springgate, V. N., KXOK St. Louis
Squire, Burt, BMI New York
Stanton, Frank, CBS New York
Staubitz, E. J., Blaw Knox Co., Pittsburgh
Steffy, George W., WNAC Boston
Steinman, John F., WGAL Lancaster, Pa.
Steinman, J. Hale, WGAL Lancaster
Stern, Jules, BMI New York
Stetler, Donovan B., BMB New York
Stoer, E. M., Hearst Radio Inc., New York
Stone, Edward W., Graybar Electric Co., Atlanta
Stone, Harry, WSM Nashville
Stone, Loren B., KIRO Seattle
Stone, Maxey E., WSVS Crewe, Va.
Storer, George B., The Fort Industry Co., Detroit
Story, Joe, KCKN Kansas City
Stoughton, Milton W., WSPR Springfield, Mass.
Stovin, Horace N., Horace N. Stovin & Co., Toronto
Streibert, Theodore C., WOR New York
Strouse, Ben, WWDC Washington
Sullivan, Henry E., WDSC Dillon, S. C.
Sullivan, John V. B., WNEW New York
Summers, Florence J., WHFC Cicero, Ill.
Sutherland, George L., Wilmington Tri-State Bcstg. Co., Wilmington
Swezey, Robert, MBS New York

T

Taft, David G., WCTS Cincinnati
Taft, Hulbert Jr., WKRC Cincinnati
Taishoff, Sol, BROADCASTING
Tait, Joseph, U. S. Recording Co., Washington
Taylor, Archie J., KANS Wichita
Taylor, Dale, WENY Elmira, N. Y.
Taylor, Davidson, CBS New York
Taylor, E. H., Graybar Electric Co., Chicago
Taylor, F. H., Lehigh Structural Steel Co., New York
Taylor, Nadine, C. E. Hooper, New York
Taylor, O. L., KGNC Amarillo
Teetsell, Irving F., WFPG Atlantic City
Terry, Hugh B., KLZ Denver
Terry, M. N., WLW Cincinnati
Testut, Dick, Associated Program Service, New York
Thomas, C. L., KXOK St. Louis
Thomas, Eugene S., WOR New York
Thomas, George H., KVOL Lafayette, La.
Thompson, Charles Robert, WBEN Buffalo
Thompson, John R., Graybar Electric Co., Cincinnati
Thompson, R. B., Graybar Electric Co., Los Angeles
Thompson, Roy F., WRTA Altoona
Thoms, Harold, WISE Asheville, N. C.
Thornburgh, Donald W., KNX Los Angeles
Thornley, Howard W., WFCI Pawtucket, R. I.
Thornton, John R., WNAC Boston
Tibbett, Gene, WLOX Biloxi, Miss.
Tichenor, Dudley, WNAO Raleigh, N. C.
Tighe, Thomas B., WJLK Asbury Park, N. J.
Timlin, Joseph F., Branham Co., New York
Tincher, Robert R., WNAX Yankton, S. D.
Tinsley, Thomas G. Jr., WITH Baltimore
Tison, W. Walter, WALT Tampa
Tompkins, Merritt E., BMI New York
Toms, E. C., Graybar Electric Co., Richmond, Va.
Toothill, John A., Burn-Smith Co., Chicago
Torge, George Russell, WBEN Buffalo
Towne, A. E., KSFO San Francisco
Towner, Orrin W., WHAS Louisville
Townsend, S. W., WKST New Castle, Pa.
Trace, Gene, WAKR Akron
Trammell, Niles, NBC New York
Traum, William R., The Town Hall Inc., New York
Trautfelter, J. H. L., WFBR Baltimore
Travers, Linus, Yankee Network, Boston
Tuhy, Stephen Jr., Washington
Tully, J. C., WJAC Johnstown, Pa.
Twamley, Edgar H., WWDX Passaic, N. J.

U

Uhrig, R. B., Graybar Electric Co., Kansas City
Ulmer, James G., KGKB-KGKB-FM Tyler, Tex.
Ulmer, James G. Jr., KGKB-KGKB-FM Tyler, Tex.
Updike, Fritz S., WRUN-WRUN-FM Rome, N. Y.
Upson, Dean R., KWKH Shreveport, La.
Uridge, Owen F., WJR Detroit

V

Vadeboncoeur, E. R., WSYR Syracuse
Venn, Robert G., Sun Coast Bcstg. Corp., Miami
Volkenburg, J. Van, CBS New York
Vickers, C. R., KPAC Port Arthur, Tex.
Vickrey, Vic, SESAC, New York

W

Wageman, Muriel, Muriel Wageman Adv., Chicago
Wagner, Paul E., WCSI Columbus, Ind.
Wagner, Wm. D., WHO-WOC Davenport, Iowa
Wagstaff, Walter E., KIDO Boise, Ida.
Wailes, Lee B., The Fort Industry Co., Detroit
Walker, George D., WAIR-WAIR-FM Winston-Salem, N. C.
Walker, Wallace A., WFCI Pawtucket, R. I.
Wallace, Robert M., WOHS Shelby, N. C.
Walsh, J. Gorman, WDEL Wilmington, Del.
Walston, George S., WRRZ Clinton, N. C.
Walter, John M., WJPG-WJPG-FM Green Bay, Wis.
Wannamaker, Allen E., WGTM Wilson, N. C.
Ward, S. O., WLAK Lakeland, Fla.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, William E., KSWI Council Bluffs, Iowa
Warner, William W., WHDH Boston
Warren, Charles C., WCMI Ashland, Ky.
Wasden, Leonard, KID Idaho Falls, Ida.
Wasser, G. S., KQV Pittsburgh
Weathers, Henry L., WOHS Shelby, N. C.
Weed, C. C., Weed & Co., Chicago
Weed, Joseph J. Weed & Co., New York
Weglein, David E., WBAL Baltimore
Weil, Ralph N., WOV New York
Weinberg, Dan, WARK Frederick, Md.
Weis, Pierre, Lang-Worth, New York
Weiss, Lewis Allen, Don Lee, Los Angeles
Welch, D. C., WBPZ Lock Haven, Pa.
Weldon, Jack, WWOD Lynchburg, Va.
Wellman, Frank, WTTM Trenton
Wentworth, Ralph C., BMI New York
Werner, A. Matt, WHBL Sheboygan, Wis.
West, Paul B., BMB New York
Wheelahan, H., WSMB New Orleans, La.
Wheeler, Edward A., WEAW Evanston, Ill.
Wheeler, Edwin K., WWJ Detroit
Wheeler, Harvey, KPRC Houston
Wheeler, LeMoine C., WHEC Rochester
White, Frank, CBS New York
Whitlock, E. S., WRNL Richmond, Va.
Whitmire, B. T., WFBC Greenville, S. C.
Whitten, L. H., Graybar Electric Co. Inc., Washington
Wickett, Martin Deane, KING Seattle
Wieder, Ethel, Blow Co., New York
Wiig, Gunnar O., WHEC Rochester
Wilburn, David, WKYW Louisville
Wild, A. S., Syracuse
Wiloer, H. C., WSYR Syracuse
Wilkins, J. P., KFBB Great Falls, Mont.
Wilkinson, Garland F., WCAW Charleston, W. Va.
Williams, Ben, WTOC Savannah
Williams, J. P., Transcription Sales, Springfield, Ohio
Williams, John R., KOY Phoenix
Williamson, Warren P. Jr., WKBN Youngstown, Ohio
Willis, J. E., WLAP Lexington
Willis, William L., WSVS Crewe, Va.
Wilmotte, Raymond M., Raymond M. Wilmotte, Washington
Wilson, Charles Everett, WSVS Crewe, Va.
Wilson, David, KPLC Lake Charles, La.
Wilson, Elmo, CBS, New York
Wilson, W. A., WOPI-WOPI-FM Bristol, Tenn., Va.
Wilson, Wm. M., William G. Rambeau Co., New York
Windmuller, Lewis, Allentown Bcstg. Corp., Allentown, Pa.
Windsor, Walter M., WDVA Danville, Va.
Winfree, W. C., Graybar Electric Co., Jacksonville, Fla.
Winger, Earl W., WDOD Chattanooga
Winnie, Russell G., WTMJ Milwaukee
Wiseman, Bill, WOW Omaha
Wolf, Sidney J., Keystone Bcstg. System, Chicago
Wolfskill, Robert F., KOZY Washington
Wood, Helen, WIBX Ithaca, N. Y.
Wood, Herbert S., WCFM Washington
Wood, Phil, WFMJ Youngstown, Ohio
Wood, Wilfred H., WMBG Richmond, Va.
Woodall, Allen, WBML Macon, Ga.
Woodhouse, C. J., WDNC Durham, N. C.
Woodruff, Jim Jr., WRBL Columbus, Ga.
Woods, David C., WRVA Richmond, Va.
Woods, James S., WMRF Lewistown, Pa.
Woods, Mark, ABC New York
Woods, Woody, WHO Des Moines
Woodward, Russel, Free & Peters, New York
Woodworth, Samuel, WFBL-WFBL-FM Syracuse
Woolley, Easton C., NBC New York
Wooten, Hoyt B., WREC Memphis
Wooten, S. D. Jr., WREC Memphis
Worcester, Wm., KPHO Phoenix
Wortham, R. W., Jr., KTRE Lufkin, Tex.
Wright, O. R., KOZY Washington
Wylie, Margaret, J. Walter Thompson Co., Chicago
Wynne, Lee, KGER Long Beach
Wynne, W. A., WEED Rocky Mount, N. C.
Wyse, William, KWBW Hutchinson, Kan.

Y

Yeandle, R. S., General Electric Co., Syracuse
Yocum, Ed, KGHL Billings, Mont.
Yoder, Lloyd E., KOA Denver
Young, Stanley, Louis G. Cowan, Chicago

Z

Zess, Roy F., WFRP Savannah
Zimmerman, G. E., KARK Little Rock, Ark.
Ziv, Frederic W., Frederic W. Ziv Co., Cincinnati

Old Friends

In Detroit, WWJ is more than a commercial radio station, more than just a source of entertainment for its millions of listeners. It is an old friend whose solicitude for the community's welfare is clearly evinced by WWJ's continued leadership in public service features. Largely due to this 27-year-old friendship, products advertised on WWJ receive greater acceptance by Detroiters. Sales resistance is lowered . . . sales are increased. That's what makes WWJ the preferred radio medium in America's 4th market!

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

Basic NBC Affiliate
Associate FM Station WENA

Associate FM Station WWJ-FM . . . Television Station WWJ-TV Basic NBC Affiliate

Remember the story about...

the acorn...

and how it grew...

and grew and grew?

W-W-D-C has had just about the same experience. Starting tiny, W-W-D-C has the second most loyal audience in our great capital city. If you want to be a success in Washington, D.C., stick with a success . . . W-W-D-C—W-W-D-C—FM!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

Feature of the Week

SPECTACULAR experiment of shooting ice pellets into clouds—and producing desired rain—was actively participated in by Jimmy Byrnes, WKY Oklahoma City special events announcer and Lester Tucker, engineer.

The pair took off late last month in a plane equipped with wire recorder and 150 pounds of dry ice. At 19,300 feet the pulverized dry ice was fed into the slipstream through a cockpit window. At that altitude the going was rough, especially as the radiomen had no oxygen masks and the temperature was -20. They did a wire recorded description of the experiment.

When the plane dropped to 6,000 feet it plunged into man-made driving rain so hard some of it trickled through leaks into the cockpit cowling.

"I'm convinced," said Gerald P. Crawford, head of the local weather bureau, also aboard the plane, "that the seeding of dry ice into the rain clouds gave the necessary trigger action to set off the shower."

The WKY news bureau interviewed persons in the area covered by the man-made shower, and all said they had seen the rain falling from the same clouds into which the ice was dropped.

Announcer Byrnes reported the entire operation to WKY listeners in a special broadcast after his return from the airport. News services picked up the story and it was given front page play in papers across the country.

Sellers of Sales

ECONOMIC CRASH of 1929 proved the turning point in the lives of thousands of Americans—and Henry M. Jackson was no exception. But it resulted in a turn for the better for Hank—now of the San Francisco office of J. Walter Thompson Co.

He had been out of college only a short time—having graduated from the U. of California—when he became a bond salesman for an investment house. Came the slump and the bond house closed. Then he joined another investment house. It soon went the way of the first. But Hank was persistent. He sought out and got another bond selling job. But when a total of five investment houses for which he had been working in those rugged days closed their doors he decided it was high time to seek out another line of endeavor.

HANK

For a time he was at a loss—but grabbed the telephone book and thumbed through the pages of the classified section. Advertising appealed to him. Here was a business, he thought, that would not crumble entirely, no matter how serious the depression might become. Having a technical knowledge of radio—he owned his own "ham" station—he chose the broadcasting business, an industry that was commercially less than a decade old, but glowing with prospect to young Hank Jackson.

Hank went to work for KYA in 1930 as a time salesman. One year later he joined KTAB (now KSFO). Bob Roberts was manager of the station at the time. A year later Hank and Robert entered the advertising agency business as partners in Bob Roberts & Assoc.

After two years in the agency field Hank yearned for the broadcasting business again and joined KFRC's sales force. He soon became sales manager of the station.

When CBS expanded its operations to San Francisco, Hank was appointed Northern Division sales manager for the network, a post he held until 1940. In that year CBS transferred him to Chicago where he was elevated to Western Division sales manager of Radio Sales.

Then came the war — another turning point in most American lives. And Hank was no exception this time, either. He went to Washington in 1942 as chief engineer of the radar branch of the Signal Corps. Later he was commissioned a major and placed in charge of the Washington office of the Armed Forces Radio Service. His task was the procurement of equipment for overseas installation.

The AFRS was weak in the Far East Area. So the Army sent Hank to India to make a deal with the Indian government to permit the installation of United States broadcasting stations there. After seemingly endless interviews with representatives of 13 different branches of the Indian government he finally accomplished what he set out to do. As

(Cont'd on page 240)

A STEINMAN STATION

WDEL

Wilmington Delaware

Sells

5000 WATTS Day and Night

Sales Representative

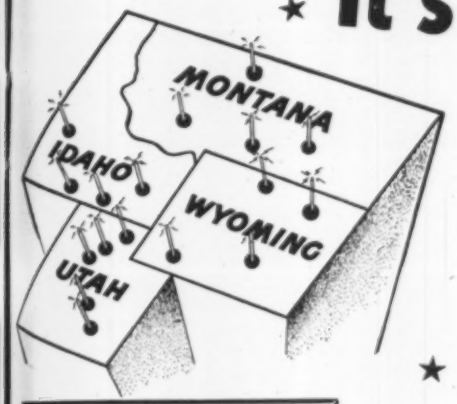
RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago San Francisco

NBC AFFILIATE

With Regional Advertisers

It's the INTERMOUNTAIN NETWORK 2 to 1



17 Home Town Markets Comprise The New Intermountain Network

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO

KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING

KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA

KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
XXXX, Butte

KALL

of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

XXXX, Under Construction

Air-checks prove that regional advertisers (wholesalers, distributors, jobbers, manufacturers) buy the Intermountain Network 2 to 1 over any other station or regional network in the Intermountain Market.

This is proof that those who are close to the market acknowledge that the Intermountain Network is the only radio medium covering all the markets in this vast western area.

THE INTERMOUNTAIN NETWORK Inc.

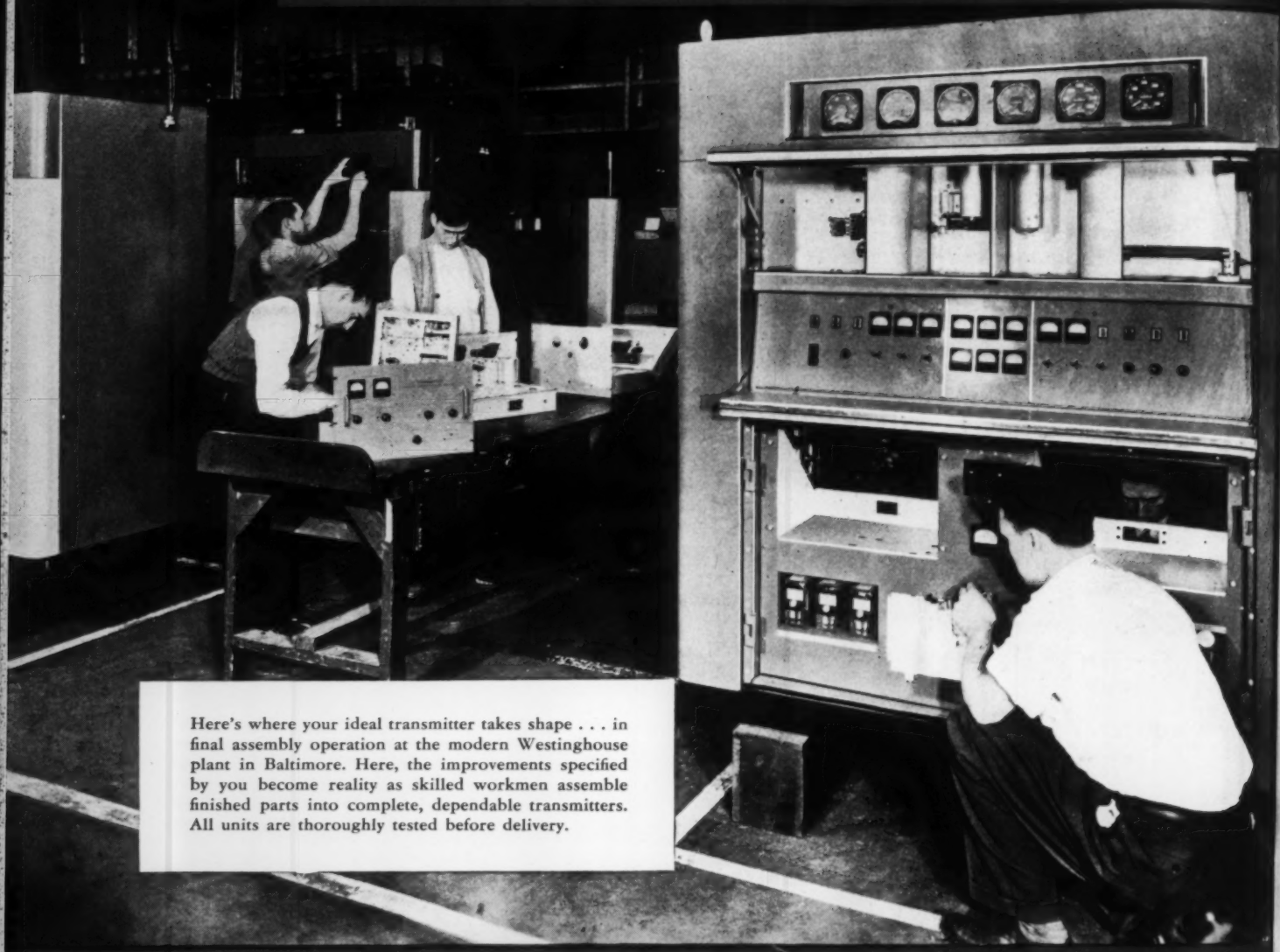
MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Building the Transmitter



Here's where your ideal transmitter takes shape . . . in final assembly operation at the modern Westinghouse plant in Baltimore. Here, the improvements specified by you become reality as skilled workmen assemble finished parts into complete, dependable transmitters. All units are thoroughly tested before delivery.

SERVICE EVERYWHERE.....

Westinghouse has 17 parts warehouses, a staff of service engineers on 24-hour call and 35 maintenance and repair shops conveniently located . . . as close as your telephone. Factory trained communications sales engineers in your area are also ready to serve you.

More Information?

These new books will give you a complete picture of the operating advantages built into Westinghouse transmitters. Ask for B-3829 (1 and 3 kw, FM) or B-3850 (10 kw, FM).

WESTINGHOUSE

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

1, 3 and 10 kw FM Transmitters

. . . of your ideas!

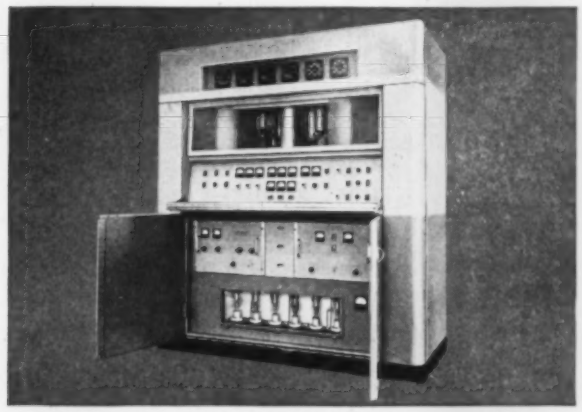
. . . a truly modern design based on the recommendations of your industry and the years of experience of our own engineers in operating five FM stations.

Now you can throw away the "can opener". You won't need one to get at the tubes—they're all within reach of your finger tips, from the front of the transmitter. This is what you asked for . . . and get . . . in all Westinghouse FM transmitters. And here are a few more of those "examples" which help to make your operating and maintenance job easier.

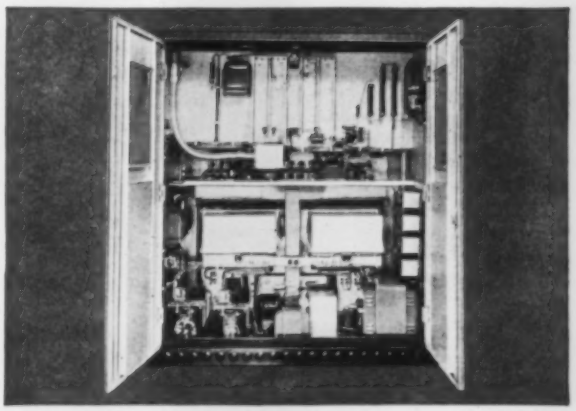
- **New 270° meters at eye level.**
  (You can see the grid and plate currents in all stages simultaneously.)
- **Visible, conventional-type tubes—nothing tricky.**
- **Fuseless overload protection and excellent shielding, lead covered wire.**
  ("De-ion" circuit breakers used throughout.)
- **No ¼-watt receiver resistors.**
  (Only heavy-duty resistors are used throughout.)
- **Individual voltage regulators for bus voltage and high-voltage rectifier.**

This "duo of experience" . . . yours and ours . . . assures these features, and more, in all Westinghouse FM transmitters—1, 3, 10, and 50 kw.

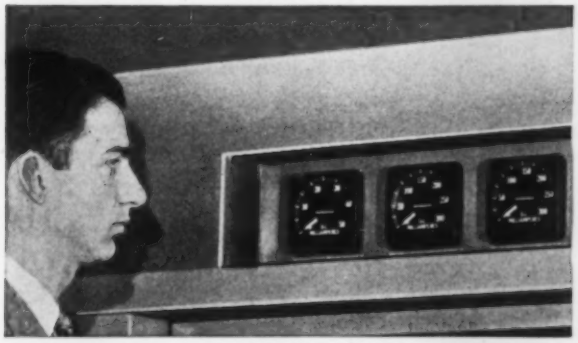
Your Westinghouse office will give you more details or you can write to us at P.O. Box 868, Pittsburgh 30, Pa. J-02105



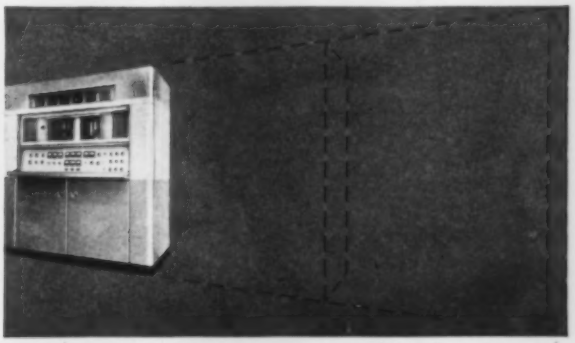
CENTRALIZED CONTROLS . . . all major controls are located on the front panel to make simultaneous adjustments easy. All tubes are replaceable from the front of the cubicle.



EASY TO MAINTAIN . . . full-opening doors, open vertical arrangement of components and power outlets, facilitate inspection and maintenance. All access doors are electrically and mechanically interlocked for safety of service personnel.



ONE-JOB, EYE-LEVEL METERS . . . new 270° circular scale meters are at eye level for easy reading. Each instrument operates in but one circuit, eliminating instrument switching.



BUILDING BLOCK DESIGN . . . your Westinghouse 3 kw, FM transmitter, a complete unit in a single cubicle, can be stepped-up to 10 or 50 kw simply by adding cubicles. Each added cubicle is a complete rectifier or amplifier within itself. Thus, a minimum of inter-cubicle wiring . . . your assurance of a quick, easy change-over.

See our FM-1 transmitter displayed at the IRE Convention, San Francisco, September 24-26.

We beat the heat

KFI'S Summer Replacement Shows Broke All Records!

NATURALLY, we're plenty proud. Some years ago KFI decided that summer replacements *could* and *should* build worthwhile audiences. We insisted GOOD PROGRAMS and GOOD PROGRAMMING would command attention, despite the thermometer.

Again we have proved it. And this year more conclusively than ever.

KFI's 1947 summertime listener interest, measured by *unsolicited* mail response, was by far the greatest in KFI history.

All of which goes to prove that despite summertime "sets in use" figures, KFI's particular brand of GOOD PROGRAMMING — PLUS 50,000 WATTS — can and does build substantial summer listening and holds its audience for the Fall return of the greatest shows in radio!

Among KFI's Outstanding Summer Programs Are...

"Premier Performance"

8:00 p.m. on Tuesday — Leading talent agencies joined KFI in cooperative venture to showcase known and unknown talent in new radio roles. All programs live.... Full orchestra.

"Paul Owen"

6:00 p.m. on Friday — Owen, with a fine tenor voice, cleverly translates current American hits into the language of many nations.

"The Bates Boys"

7:30 p.m. on Saturday — Russ Stewart and Parley Baer enact the roles of two lovable old brothers who get into all sorts of trouble.

"Music by Mitchell"

9:00 p.m. on Monday — A clever instrumental trio making light classics a specialty.

"Stairway to the Stars"

9:00 p.m. on Saturday — Howard Culver in a memorable reading of poetic classics.

"The Wax Museum"

6:00 p.m. on Thursday — Jerry Lawrence brings back nostalgic memories of yesterday as he spins the best of the old popular platters.

"Presenting Derry Falligant"

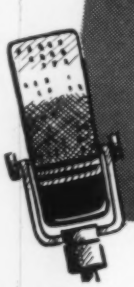
8:00 p.m. on Wednesday — Falligant's glorious voice against an organ backdrop.

"I Want It"

8:15 p.m. on Wednesday — Clearing house for buyers and sellers of odd and scarce articles.

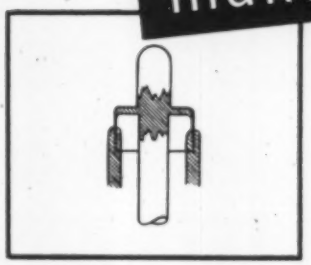
"Styles in Music"

7:00 p.m. on Sunday — Prepared and voiced by Dave Starling. Show features a top band each week with its outstanding recordings and highlights about the organization's success.



KFI NBC for Los Angeles
50,000 Watts
640 on your dial
Earle C. Anthony, Inc.
Edward Petry & Company, National Representatives

the **LITTLE** differences make the **BIG** difference



Pigs ain't pigs, we say. There are differences even within the litter. Sometimes they're visible, but often you can only tell the result of good breeding by checking the result.

It's the same with our Amperex 892. There is one of those little differences in the grid arm. It's much easier to assemble this by brazing a few parts together, but we know that a braze often offers resistance to the passage of current, sometimes enough resistance to make a big difference.

So we start this grid arm as a solid rod of oxygen-free copper and make it out of one piece, and it takes some mighty fine skill, Amperex skill, to turn that feather-edged seal from the solid. But that Amperex skill in manufacture, plus Amperex skill in design, produces a grid arm that offers the best operating conditions for both DC and RF . . . just another of the many little differences that make a big difference in the design and construction of the many, many types of tubes that comprise the extensive Amperex line.

re-tube with AMPEREX

AMPEREX ELECTRONIC CORPORATION

25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

how would you like a 9.2 EVENING NEWSCAST in FT. WORTH-DALLAS?

● Much as the radio industry has tried to din the facts in, many people still think of spot radio as confined exclusively to announcements. Heavens forfend! Not only are *programs* of big-time quality available in spot radio, but often these programs have ratings as high as some of the most expensive network shows!

WBAP Fort Worth-Dallas, for instance has several such excellent local shows. One example is their 6:15 p.m. News, featuring Larry DuPont, writer, newscaster and one of the outstanding personalities in the Southwest. His latest Hooperating is 9.2.*

Extremely popular spot-radio programs like that are to be found on virtually every one of the stations F&P represents. It's Bull's-Eye Radio—for advertisers who want to do the *best job for the least money.* Do you?

* *Hooper Survey, Winter-Spring.*

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BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
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BROADCASTING
TELECASTING

VOL. 33, No. 11 WASHINGTON, D. C., SEPTEMBER 15, 1947 $7.00 A YEAR—20c A COPY

Freedom Is Battle Cry at Atlantic City

Editorializing, Code Top Discussions On Agenda

By J. FRANK BEATTY

RADIO'S fight for freedom of speech and parity with the press was suddenly catapulted into top place at the NAB's 25th annual convention as the industry gathered at Convention Hall, Atlantic City, with record attendance of 3,000 delegates and observers predicted.

Showing an unexpected sense of radio-timing, the FCC itself raised the issue that is likely to dominate convention sessions. Its action last week in setting Jan. 12 as date for a hearing on the right of stations to editorialize over their own facilities injected this unexpected controversial question into the agenda. It was a made-to-order action for NAB President Justin Miller, who has made the Mayflower Decision a *cause celebre* for radio (see editorial page 132 and story, page 39).

Other Critical Subjects

Vying with the right of stations to state their views on public affairs are such critical subjects as the proposed NAB Standards of Practice, commonly referred to as the "code" [BROADCASTING, Sept. 8] and the question of BMB's future. Also high on the agenda are regulatory and management problems, including such matters as proposed legislation, what to do about music, and the questions stemming from the rapid increase in the number of stations. (See convention agenda page 3.)

Advance registration of 1,313 indicated last year's total registration of 1,917 would be surpassed. Total attendance last year of more than 2,900 will be exceeded, judging by the swarms converging on the beach resort at the weekend.

The rush of delegates, observers and visitors confronted the NAB headquarters office in Convention Hall with a difficult housing problem. By mid-week NAB had appealed to the Atlantic City Convention Bureau for help, all available space at convention hotels having been filled. The bureau promised to seek space at smaller hotels but pointed out that space was at a premium because of continued warm weather, other conventions and religious holidays.

JUSTIN MILLER

International flavor is given the meeting by appearance at the opening general session Tuesday morning of two distinguished broadcasters from other countries. Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters, and Goar Mestre, vice president of Inter-American Broadcasters Assn. and owner of CMQ Havana, will speak following the keynote address of President Justin Miller.

Judge Miller will preside at his second NAB convention, having taken office in October 1945. His keynote talk will cover the legislative situation, progress of NAB's efforts on behalf of free speech and toward revocation of the Mayflower doctrine against editorializing, provisions of the proposed program and commercial standards and other active topics.

NAB finds itself under close scrutiny from two directions as it assembles for the convention. First, high communications officials from countries all over the world, still meeting in Atlantic City, have their first chance to observe operation of organized broadcasting under the democratic system.

Second, eyes of the advertising and business world are on the convention as it takes up the proposed Standards of Practice. The association has operated without a code for many months, the 1945 standards having been quietly discarded due to fear of antitrust action.

A special committee has been working on a proposed new code since last April and frequent changes have been made from time to time. A final version was to have been submitted to the Board of Directors yesterday (Sept. 14), with release of the document slated for this morning at a news conference. Its provisions will be discussed at the Thursday morning general session, with the new board to discuss the document Friday.

New Model Bill

Proposed new Communications Act, as requested from NAB at hearings before the Senate Interstate & Foreign Commerce Subcommittee, was scheduled to be made public Tuesday afternoon. The measure was drafted by President Miller and General Counsel Don Petty. Heart of its provisions is the proposed new Section 326 [BROADCASTING, May 26, June 2]. This section restricts regulation of broadcasting business activities and forbids censorship as guaranteed by the Constitution.

Starting with last Thursday's meeting of a group of NBC affiliates, the convention proceedings include many related and satellite sessions (see list page 3). These events continued Sunday, including the annual NAB golf tournament for the BROADCASTING trophies.

Added to the agenda last week was a Thursday luncheon address by James F. O'Neil, newly elected national commander of the American Legion. He will discuss juvenile opportunity, communism and freedom of speech. Judge Miller addressed the Legion national convention at San Francisco Oct. 2, 1946. The speech by Mr. O'Neil will be his first since inauguration

(*Continued on page 46*)

1947 Radio Advertisers by Product Groups—Page 68

NAB Reports:

Justin Miller Cites Progress of NAB

Traces Association Growth in Past 25 Years

PRESIDENT
JUSTIN MILLER

THIS report will reach you at the end of the first quarter-century of annual presidential accountings to the NAB membership. At the same time it marks my second anniversary as your president. Like its predecessors, this report summarizes the work of the individual NAB departments, in your behalf. It is designed to report NAB activities generally, but I hope that in your careful reading of it you will be rewarded by the discovery of specific services now available to you.

NAB has moved into its new and larger quarters. The move brought welcome relief to your officers and staff from an almost stifling condition of overcrowding which existed at our old address. I can report to you that now, with adequate space and vastly improved working conditions, staff members are conducting your NAB affairs with much greater dispatch and efficiency. Of almost equal importance, though less tangible—your new building provides broadcasting with a national home that is worthy of the dignity and importance of America's greatest medium of mass communication.

This has been reflected in the increasing number of broadcasters who visit with us. Additionally, our new facilities make it possible to hold board and committee meetings in our own home instead of in remote hotel rooms. The resulting closer association between NAB members and NAB people is highly desirable. Finally, the new headquarters building offers an added service to NAB members.

We now have enough facilities to offer you an "office away from home" whenever you are in Washington. Phone and message service, and even limited stenographic assistance, are now available.

Perhaps the happiest section of this report has to do with your NAB departments. For the first time since the beginning of the war, every department—so far authorized by your Board of Directors—is as adequately staffed as our budget will allow. I am now able to carry out more adequately the directives and the projects voted by the board, which acts as your policy making body. You will meet each of the staff directors in the ensuing pages of this report as he presents the detail of the work of his department. As you read these pages, I am sure you will share the confidence which I have in these men and my pride in their initiative, resourcefulness, competency and loyalty.

We have made progress in this 25th year. We have come to know and understand each other better; we have learned to emphasize our areas of agreement and to minimize our areas of disagreement and, thereby, we have achieved greater unity against common danger. We have discovered some of our strengths and some of our weaknesses. We have committed ourselves to a program of honest self-evaluation and self-discipline hardly, if ever, approached by any other American industry. And we have begun to fight for the freedoms and rights contemplated in the Constitution of the United States—freedoms and rights of which we are the custodians for the American people.

SECRETARY-TREASURER
C. E. ARNEY Sr.

Mr. ARNEY

SINCE the report submitted to the membership at the 1946 annual convention covering the period ending Sept. 30, 1946, the association has experienced a most gratifying and healthy increase in membership. This growth, coupled with expanded activities, has been accomplished by enlarged personnel.

On April 1 of this year we moved into our new headquarters building at 1771 N St., N.W. The building was fully remodeled to comply with municipal requirements for commerical occupancy and with the fire protection code of the District.

The former headquarters building at 1760 N St., N.W., has been leased for a five-year period to the Canadian Government and is occupied by that country's Military Mission. The terms of the lease are extremely favorable.

For the first time the plan of area meetings to supplant the multiplicity of district meetings was tried out. For the most part these area meetings proved satisfactory. Some of the districts elected to have separate meetings and at all of the area and district meetings the NAB staff was adequately represented and every effort was made to give detailed reports to the membership upon our various activities and to ascertain the ideas of the membership as to

(*Continued on page 118*)

ANNUAL REPORTS of the various NAB departments will be found on the following pages:

President	38	Pub. Relations	124
Secretary-Treasurer	38	Employer-Employe	126
Assistant to President	118	Gen. Counsel	128
Research	118	Special Services	160
Engineering	120	Broadcast Advertising	170
Program	120		

Drawn for BROADCASTING by Sid Hix

"Look, Judge Miller, the Miss America contest was over two weeks ago."

Analysis of NAB Membership and Finances

	Stations Aug. 1, 1947	*NAB Membership*
Clear Channel:		
Unlimited (50kw)	53	46
Part-time (50kw)	4	4
Part-time (5 to 25kw)	6	5
Unlimited (5 to 25kw)	31	20
Regional Channel:		
Unlimited	311	266
Limited and Day	125	94
Part-time	14	6
Local Channel:		
Unlimited	665	496
Limited and Part-time	57	29
Total Commercial, Operating in Continental U. S.	1,266	966
Non-Commercial	35	8
Territorial-Operating	19	14
Construction Permits	521 (21 Ter.)	170 (5 Ter.)
Total Standard Broadcast Stations	1,841	1,158
Frequency Modulation	939	99
Television Stations	66	3
Total AM, FM and Television Stations	2,846	
Total NAB Stations		1,260
Associate Members		112
Total Membership in NAB		1,372

(*Continued on page 122*)

FCC to Review Mayflower Ban Jan. 12

NAB to Actively Participate In Hearing, Miller Says

By RUFUS CRATER

A REVIEW of the seven-year-old Mayflower ban on editorializing by radio stations — long demanded by the NAB and industry leaders, and long promised by FCC—was ordered by the Commission last week to start Jan. 12.

Announcement of plans for the hearing injected a new major subject for consideration at the NAB convention opening today (Monday) at Atlantic City. (See story page 37.)

NAB President Justin Miller, a leader in the fight for repeal of the Mayflower doctrine, voiced "delight" over the announcement. Promising that "the NAB and its members will actively participate in this hearing," he branded the Mayflower edict as "one of the most serious abridgments of free speech" and representative of a "philosophy that is contrary to the principles of the Constitution."

The full Commission will sit for the hearing, which will center on two main issues. As announced by FCC, they are:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligation to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

In setting the hearing four months ahead, the Commission took into consideration "the importance of the questions presented" and the need for "extensive preparation." The announcement also apparently was timed to permit a thorough exploration of the subject during the NAB convention. Persons wishing to be heard should notify FCC by Dec. 1, specifying the organization they represent (if any), the subjects they will discuss, and the time required.

A preponderance—but not all—of industry opinion thus far publicly expressed has favored abandonment of the Mayflower ruling that "the broadcaster cannot be an advocate." ABC President Mark Woods has been one of the most outspoken opponents of station editorializing, arguing that broadcasters should serve the whole public and should present as wide a range of opinion as possible without establishing any rigid editorial policy.

Denny for Review

On the Commission, Chairman Charles R. Denny has publicly favored re-examination of the Mayflower ban, and Comr. Clifford J. Durr has openly advocated a radio "editorial page" provided that equitable time is set aside for opposing views.

But abandonment of the Mayflower rule might have many ramifications. Chairman Denny pointed to some of the possibilities in an impromptu discussion at the NAB convention in Chicago last October, when he said:

I think that almost everyone would take the view that if a broadcaster is to be an advocate there must be some balance of the views of broadcasters on all important questions. You can't put all of these facilities in the hands of one group or all into the hands of another.

Well, then, if the broadcaster is to be an advocate, that makes it necessary for the Commission in examining license applications to go into the question of what they will advocate—that is, what their editorial policies are going to be and what their ideologies are, and what their politics are, and what their philosophies are. I don't know if that is a good thing. Under the present system we don't have to rely on licensing as a means of achieving a balancing of views on the air. Each broadcaster is individually responsible for a balanced presentation regardless of what his own view may be.

Actually, Mr. Denny contended in his appearance before the House Appropriations Subcommittee last May, some stations already are engaging in what amounts to editorializing "through their selection of commentators."

"And that is one reason I think the overall policy ought to be reviewed," he declared, promising a review later in the year when other pending business had been cleared away. Queried by Congressmen for his own opinion on the subject, he withheld a direct answer because a general hearing was contemplated, but added:

I think it is something that does have important implications from the point of view of the overall good of American radio, which has, under the present policy, gained a pretty good reputation for fairness. People generally, I think, regard radio news as fairer and less biased than what they get from the newspapers. Radio has gained an enviable reputation, and I am

(*Continued on page 44*)

It's Too Late to Procrastinate . . . An Editorial

ATLANTIC CITY, which calls itself the World's Playground, this week becomes the radio hub of the universe. For besides the NAB Convention, the International Telecommunications Conferences, which have dealt with ponderous but critically significant allocations and regulations since last May, are entering their final phases.

Glaringly lacking at the ITC sessions has been any air of revelry. Most of the 700-odd delegates representing 70-odd nations are military or government men. The last war lies too grimly green on their minds to erupt in carnival gaiety. They know too well the part radio plays as a war weapon. Perhaps the "cold war" being waged at the peace conference tables has dampened their spirits.

By sheer coincidence the NAB meets at Atlantic City as the ITC sessions draw to a close. There the delegates of all nations will see American radio in action—radio in the nation where radio was born. It is a free American radio they will witness—free, that is, in contrast to the policy pursued in Europe and in most other nations except those in our own hemisphere.

The rest of the world regards America as a land of opulence and plenty, of light-hearted, carefree people who have succeeded in spite of themselves. The communications men of these other nations are going to be rudely awakened. While there will be frills on the fringes of the NAB sessions, American broadcasters are more realistic now than in the prewar era. They, too, have lived through war privations. They have heard about radio's vaunted freedom in the United States and have wondered whether it can survive if the gnawing away at its roots, in the form of blue books, indiscriminate licensing without regard to engineering standards, use of the lifted eyebrow technique, and artificial limitation of facilities, is to continue.

Just eleven months ago broadcasters met in Chicago at their first "peacetime" convention in a half dozen years. Then, as now, the Blue Book was the *cause celebre*. They were told then by Chairman Charles R. Denny that the "Blue Book would not be bleached." Mr. Denny again will speak. Will he repeat that statement? We doubt it, because the record shows that of seven stations cited in the Blue Book, six have received regular license renewals and the seventh awaits hearing on another issue.

But the evil implications of the Blue Book —implications of program censorship—remain. The FCC continues to slip a slide rule in evaluating programs on license renewals. It continues to employ outlandish standards as to what constitutes good programming when control of programming is denied it under law.

NAB President Miller has struck out resolutely in a crusade to remove the Government from the forbidden field of program control. His stand before the Senate Interstate & Foreign Commerce Committee was so direct and revolutionary that he aroused the ire of Committee members. The fact that his opposition was uncompromising and complete; that he was unwilling to equivocate, contributed to the Committee's attitude. He has no apologies to make. An issue as fundamental as freedom of radio, in which are intertwined all of the freedoms, cannot be dealt with in half measures.

There will come before the convention the proposed new Standards of Practice to set up guideposts for station operation. The convention is not called upon to act on the Code. That is reserved for the board of directors, which meets Friday, following convention adjournment.

It isn't necessary here to dissect the Code or to importune broadcasters to support it as now written. It is incumbent upon radio to undertake self-regulation. Otherwise the strafing fire of the reformers and the legions of decency will intensify. Then the task of withstanding legislative pressures and regulatory abuses will become more difficult. A quarter-century ago the movies were confronted with a somewhat similar problem and did nothing about it. There are now state boards of review.

There should be full and uninhibited discussion of the proposed code. We think the NAB erred when it decided against advance distribution of the code. Radio, more than any other medium, should stand for open covenants, openly arrived at. There is no medium more sensitive to public reactions than radio. There is no medium more intimate or more warmly regarded by the people than radio, despite bleatings of the vocal minorities, the uplifters, the do-gooders, and subversive elements with sinister motives.

We should like to see the convention discuss the Code freely and openly. We should like to see it modified, if need be, but not weakened. We should like to see the convention resolve in favor of immediate promulgation.

That accomplished, the legislative task at the next session of Congress in January would be greatly simplified.

Shift Convention Sites, Managers Urge

Autumn Is Favored For Annual NAB Meetings

ANNUAL conventions of NAB should be held in a different place every year, in the opinion of a vast majority of station managers, according to responses to the ninth questionnaire in the BROADCASTING TRENDS series.

More managers favor autumn conventions than any other season, with spring ranking second, the survey shows. Under new NAB procedure future conventions are to be held in the spring, with area and district meetings in the autumn months.

The four-day continuous meeting agenda of NAB should be left as it is, 38% of managers feel. The choice was not decisive, however, as 36% indicated they favored independent departmental meetings in the same week.

Audience Surveys Inc. conducted the survey for BROADCASTING. A representative cross-section of the managers of commercial AM stations was polled in July. Forty-five per cent of managers believe there are too many conventions, with 42% believing the number is about right, according to replies to other questions on the subject of conventions [BROADCASTING, Sept. 1].

Results of the latest survey follow:

"Should the NAB annual convention be:" (See Table I.)

38% of the panel feel the annual convention is best left as is—a general four-day continuous meeting. About as many (36%) would like the convention divided into independent departmental meetings for top management, sales, engineering, programming, etc., all held in the same week and place. Less than half as many (18%) as voted for either of these, want to see the same division into independent departmental meetings, but held at different times throughout the year.

"Should the NAB annual convention be:" (See Table II.)

Station managers prefer a business city over a resort town for the convention by a 5 to 3 margin. 6% indicated they had no choice. 10% were non-committal.

"Should the NAB annual convention be:" (See Table III.)

In the most clear-cut expression of opinion in this series of questions, the panel showed the preference of broadcasters to hold the NAB convention in a different place each year. Five times as many voted to change the site annually as voted to keep it in one place each year.

"Should the NAB annual convention be held during the:" (See Table IV.)

First choice for the best NAB convention season is the fall (37%). Spring is second—28%. Third choice is summer—13%, and winter—last, 10%. A total of 12% were indefinite or had no opinion.

The next poll to be conducted for BROADCASTING by Audience Surveys Inc. will examine broadcasters' experience with disc jockey programs and seek their opinions about the values and future of this type of programming. Results will be released in BROADCASTING in October and November.

TABLE I
Should the NAB annual convention be:

	% of all respondents
— held as a general four day continuous meeting, as at present	38%
— divided into independent departmental meetings (for top management, programming, sales, engineering, etc.), all held in the same week and place	36
— divided into independent departmental meetings (for top management, programming, sales, engineering, etc.), held at different times throughout the year	18
— Other	2
— Indefinite or no answer	6
TOTAL	100%

TABLE II
Should the NAB annual convention be:

	% of all respondents
Held at a business city	52%
Held at a resort town	32
Either	6
No Answer	10
TOTAL	100%

TABLE III
Should the NAB annual convention be:

	% of all respondents
Held at the same place every year	14%
Held at different places each year	75
Don't know	3
No answer	8
TOTAL	100%

TABLE IV
Should the NAB annual convention be held during the:

	% of all respondents
Fall	37%
Winter	10
Spring	28
Summer	13
Don't know	7
No answer	5
TOTAL	100%

Rising Radio Costs Seen as Boomerang

THE WORLD'S biggest radio spender last week warned that if radio costs continue to rise advertisers will be forced into other media. Neil H. McElroy, vice president and general manager, Procter & Gamble Co., cited this fact when he told a meeting of the NBC affiliates in Atlantic City last Friday that because time and talent costs have risen while average listening has declined, the cost per listener has sharply increased.

He said that when radio costs are no longer competitive with other media there will be no choice but to shift, continuing that increased expense to sponsors was one of several factors which "tend to dim" radio's future as an "economic salesman of mass-used products."

Also particularly cited by Mr. McElroy was the lack of organized effort to meet destructive criticism against the industry. Such was bound to weaken radio's stand and power as an advertising medium.

Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and chairman of the Advertising Council, told the gathering such criticism needs to be "offset by action and not by protest of virtue."

Sigurd S. Larmon, president, Young & Rubicam, said networks must take leadership in correcting program conditions which provoke public criticism. He cited specifically: Lack of program balance, persistent violation of subtler proprieties of restraint and social decorum, and advertising excesses.

AFM Defers Action on FM Duplication

Little Hope Seen After Network-Petrillo Meeting

By FRED SAMPLE

DECISION by the AFM Executive Board on duplication of network music on FM affiliates will not be made for at least two weeks, James C. Petrillo, AFM president, told BROADCASTING Thursday as the board wound up its four-day meeting.

When the decision is reached, he will notify the committee of network broadcasters by telegram, just as he did after their first meeting, he said [BROADCASTING, Aug. 25].

Network officials met with Mr. Petrillo and the board in Chicago Sept. 8. The 3½-hour session produced no positive results.

The AFM president's statement was construed as an indication that he will continue his ban against dual broadcasting. The board has full power to override any action he may take, Mr. Petrillo declared, adding that it would not have delayed announcement of a decision had it been disposed to accede to the broadcasters' requests for right to duplicate.

After the Monday meeting Mark Woods, president of ABC told BROADCASTING the network hoped to negotiate with AFM next Jan. 31, when musicians' contracts expire, on a basis that would provide blanket coverage for FM, television and recorded music on motion picture film for television transmission.

Mr. Woods said such a contract would be in effect for a five-year period to protect both the broadcaster and the musician from uncertainty in the future. He told Mr. Petrillo at the conclusion of the meeting that, in his opinion, FM should be permitted to carry AM network music because under "identical situations" FM stations are permitted to broadcast transcribed programs and recorded music on which union fees have already been paid.

Mr. Woods further said he could see no difference between a recorded program played from the FM station and a recorded co-op (and ABC is currently leading the field in this type of programming) which originated from a network station. The network, he pointed out, maintained large staffs of musicians and paid for many sustaining programs as a service to its affiliates and should be permitted to provide music to its FM affiliates without penalty.

The network executives—Messrs. Woods, Frank Schreiber, general manager of WGN Chicago; Frank E. Mullen, executive vice president of NBC; Frank K. White, vice president and treasurer of CBS; Robert D. Swezey, vice president and general manager of MBS—outlined their Monday arguments in favor of dual-broadcasting, summed up by their closing statement that the Petrillo ban "was retarding

(*Continued on page 60*)

FM's Rapid Growth Stressed by Walker

FCC Official Speaks At First Annual FMA Meet

PAUL A. WALKER, vice chairman of the FCC, told the FM Assn. Friday night at its first annual convention that a year from now FM will have approximated the growth of AM in its first 25 years.

In a speech prepared for delivery at a banquet at the Hotel Roosevelt in New York he promised that the Commission will contribute to development of the medium by "continued insistence . . . that those who hold construction permits shall start construction without delay or forfeit their permits."

"We have no room for the dog in the manger," he declared.

To AM broadcasters "well able" to enter FM but who have not yet applied, he gave this warning: "In many communities all the Class B or wide-coverage channels are already gone. Move with the times. Don't stall yourselves into oblivion."

Comr. Walker said he considered it "unthinkable that something constructive cannot be done" to solve the AM-FM duplication controversy between the networks and James C. Petrillo's American Federation of Musicians "in the very near future."

Duplication of AM programs on FM "will be a substantial aid to FM," he declared, but emphasized that the whole future of FM does not turn on it.

"I think that FM broadcasters should proceed to develop programs specifically for FM," he said. "There is plenty of room for new types of programs and especially for programs peculiarly suited to high-fidelity transmission."

From 48 FM stations on V-J Day, Comr. Walker recalled, the list has grown to 278 on the air today, with 700 others authorized. He predicted "upwards of 1,000" stations will be broadcasting a year from now—"that will about equal the growth made by our familiar system of AM or amplitude modulation broadcasting in a whole quarter of a century."

The FCC vice chairman's address was carried over the 27 FM stations of the Continental Network, whose operation he viewed as "a thrilling manifestation of the enterprise, the boldness and the imagination with which this industry has found another means of developing FM." Success of this network, he said, opens "vast possibilities" for other regional and even national FM networks, and adds "tremendous stimulus" to FM in the coming year.

Other developments indicating next year will be a "banner year," he said, include:

1. "The trickle of transmitting equipment is changing to a highly encouraging volume."

2. FM receivers are "rapidly increasing in number," prices are going down, and low-priced converters are appearing on the market. The AM market is "becoming saturated." Though only 600,000 FM sets have been built this year, compared to 15,000,000 AM receivers, he said, "as that enormous productive capacity swings to FM, we can see why the future for the FM receiver is so bright."

3. Public acceptance of FM thus far has been largely without benefit of live music, which he hoped would become available soon through AM-FM duplication.

Comr. Walker spoke in the absence of FCC Chairman Charles R. Denny, who was unable to attend. On behalf of the Commission he offered "heartiest congratulations" to FMA "for the magnificent way in which you have fostered the growth of FM." The association's first annual convention, he said, "heralds a new deal for the American radio listeners" and "spotlights the fact that American radio is moving closer and closer to the happy day when static, electrical noise, station interference, fading and low fidelity will be as passe as the horsecar, the high-wheel bicycle, the handlebar moustache and the cigar store Indian."

Balcom Talk

FM, together with television, offers the greatest incentive to radio set production today and the best prospective market, Max F. Balcom, president of Radio Manufacturers Assn., stated at the banquet. He pointed, however, to the practical problems involved in educating listeners and dealers.

Constructive advertising or promotion approach to the dealer will produce more beneficial results than a pugnacious attitude, he suggested to FM stations, recalling dealer friction over the "don't buy a radio unless it's an FM" campaign a year ago.

Mr. Balcom noted that listeners must be able to tune in their favorite programs via FM, just as they have done for many years on AM stations, before they will be willing to make any abrupt change in listening habits. He suggested stations should not rely too heavily on technical superiority of FM without providing attractive programs.

While FM sets are still more costly to make, he predicted that intense competition will bring lower manufacturing costs. But if all plants suddenly made nothing but FM sets, Mr. Balcom told the banquet audience, it would take four or five years to saturate the United States with FM sets.

FM set output this year may reach the 2,000,000 prediction made last April, he said, and may even exceed that figure due to the growing number of table models.

ANA's Message to NAB Delegates

By PAUL B. WEST
President, Assn. of National Advertisers
Vice Chairman, BMB

THE NEXT DECADE for radio as a public service instrumentality promises to excel its proud if somewhat stormy past.

Similarly radio can—if it will—still offer very substantial profit opportunities to the advertiser who possesses real imagination and ingenuity. Under certain circumstances it is not inconceivable that radio can continue to yield the same kind of return per dollar invested that it did during its bonanza stage.

Mr. WEST

Radio is becoming an increasingly competitive advertising medium today. Many more stations are seeking to attract the sponsor's dollar. At the same time other media, many of them relatively new —from customer house organs with circulations in the millions to commercial firms — are making their bid for a larger slice of the advertising appropriation before cost-conscious boards and directors of advertising.

So in order to assist advertisers in realizing radio's maximum potentials and to enable sponsors as a group to bear their collective responsibilities, A.N.A. some time ago began to set up a Radio Council. The need for such unit was urged by A.N.A. members, both large and small, network and spot users.

The Council is an integral part of our organization, although, for the time being, separately financed.

Without fanfare we have gotten into high gear. The Council is now a functioning mechanism. Under the leadership of A. N. Halverstadt, Director of Media and Research of The Procter & Gamble Co., the operation is directed by a Governing Committee composed of ten sponsors selected for their grasp and knowledge of radio.

The Council is primarily a study group. Its efforts are devoted to analyses of—

(1) Research of all types—attitude, station and program audience measurement, sponsor identification, sales effectiveness and so on.
(2) Technical questions relating to minimum term contracts with various talent organizations.
(3) Questions on which collaboration is asked by other organized groups, including, among others, NAB, AAAA, the Broadcasters Advisory Council, and Radio Executives Club.
(4) Legislation or Government regulation which might stifle creative ingenuity.
(5) Development of television, FM, and facsimile.

From these studies and deliberations the following needs are becoming apparent if radio is to achieve its greatest possibilities in the future—

(1) The continuance of bench-mark statistics at periodic intervals on station audience listening (BMB), with additional refinements.
(2) The need for a validated yardstick of program audience listening, in the establishment and supervision of which advertisers collectively would have a voice.
(3) The need for equitable limitation of time, frequency and character of commercials applying without discrimination to network, national spot and local station advertisers, which, while curbing abuses, would allow necessary flexibility in programming.
(4) Constructive resistance to Government regimentation of radio by means of sound self-improvement and self-regulation based on periodic checks of public opinion and attitudes of special groups, with due regard for the preferences and objections of minorities.
(5) Minimum talent fees which while fair are not inequitable nor so high as to standardize rewards and thus make only established top artists worthy of consideration for network and transcribed shows.

As radio more and more realizes the importance of performing an outstanding public service, national advertisers by and large are also increasingly conscious that the cultivation of sound public relationships is in their own self-enlightened interest.

Together we shall go forward to a new and even more promising chapter in the story of a modern and potent method of communication.

OTHER messages to the 25th Annual NAB Convention will be found on pages: 52—Frederic R. Gamble, AAAA; 58—Charles G. Mortimer,Jr., Advertising Council.

New Equipment Shown in NAB Exhibit

Latest Developments Displayed for First Time in Convention Hall

LARGEST display of broadcast equipment ever assembled under one roof is on exhibition in the Atlantic City Convention Hall. Covering two-thirds of an acre, the display presents a diversified line of transmitters, monitors, microphones, antennas and other equipment, besides the products shown by program, transcription and allied firms.

Transmitters range from low-power items to 50-kw equipment, including for the first time high-power FM transmitters. Latest types of AM transmitters are on exhibition, along with television and facsimile equipment.

Display of Receivers

New feature of the 1947 convention is a display of receiving sets in the lounge, between the convention auditorium and the broadcast equipment display. In the receiver exhibition a number of leading manufacturers are showing their new models; some have never before been displayed.

In charge of organizing and staging the exhibition, which ranks among the major events of the kind in American industry, was Arthur C. Stringer, director of NAB's Dept. of Special Services. Vast facilities of the hall permit an exhibition many times the size of that staged at the Palmer House, Chicago, during the 1946 convention.

Many of the booths represent months of planning. As usual, the serious displays are augmented by novelties and ingenious gadgets. The novelties range from attractive models to a lapel button stunt in which wearers of "quality" and "showmanship" buttons, upon meeting, are entitled to an appropriate reward.

Display space was made available only to associate members of NAB, with the exception of the receiving set display. Associate members were assessed on a square-foot basis for their booths; receiver manufacturers are showing products at NAB's invitation.

Following are brief descriptions of most of the booths, as made available to BROADCASTING by the exhibitors in advance of the convention:

* * *

Alden Products Co.

ALDEN PRODUCTS CO. is ready with molds, tools, jigs, and fixtures to produce a 4.1" Fascimile Recorder for home use.

This recorder is on display in several packages such as night tables and chairside recorders. In addition, an 18" Bulletin size recorder is available and is operating in the lobby of the Claridge Hotel.

Programs from WPEN-FM, the *"Philadelphia Bulletin's"* station are recorded from regular facsimile programs as well as special broadcasts

* * *

Amperex Electronic Corp.

AMPEREX is showing a representative line of transmitting, rectifier and special purpose tube for application over the whole range of present-day frequencies, as well as tubes for industrial and special applications.

Among the new items in this booth are their vacuum condensers, designed for high-power applications at frequencies up to 90 mc. Also to be shown and described are the new processes for improved cooling of air radiation tubes developed in the Amperex laboratories. Amperex is stressing the engineering and design of its tubes, especially those design factors and manufacturing techniques which are intended to provide more efficient and longer tube life.

* * *

Andrew Co.

COAXIAL CABLE and antenna equipment for the broadcaster's

(*Continued on page 244*)

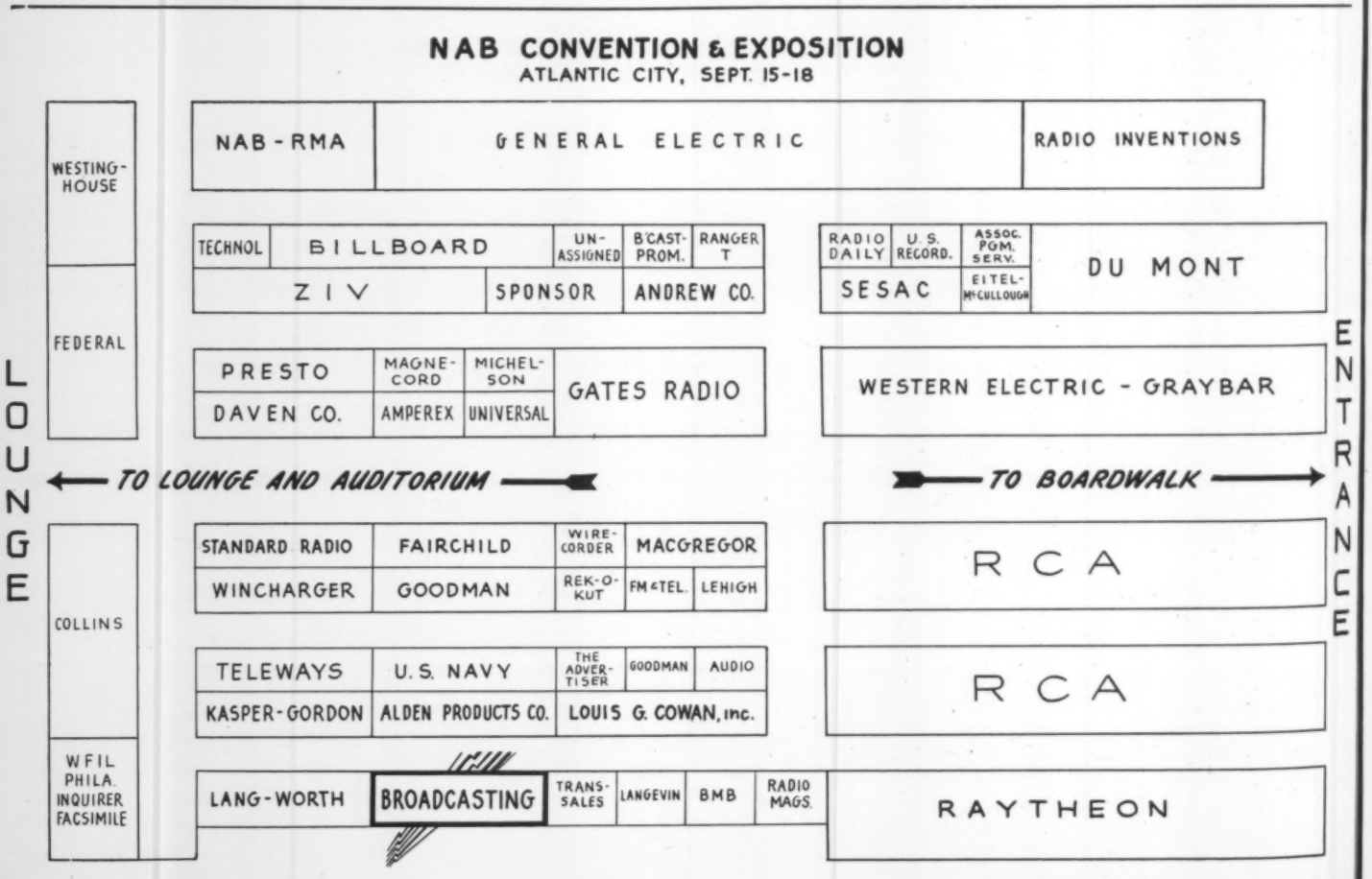
Displays Described on the Following Pages:

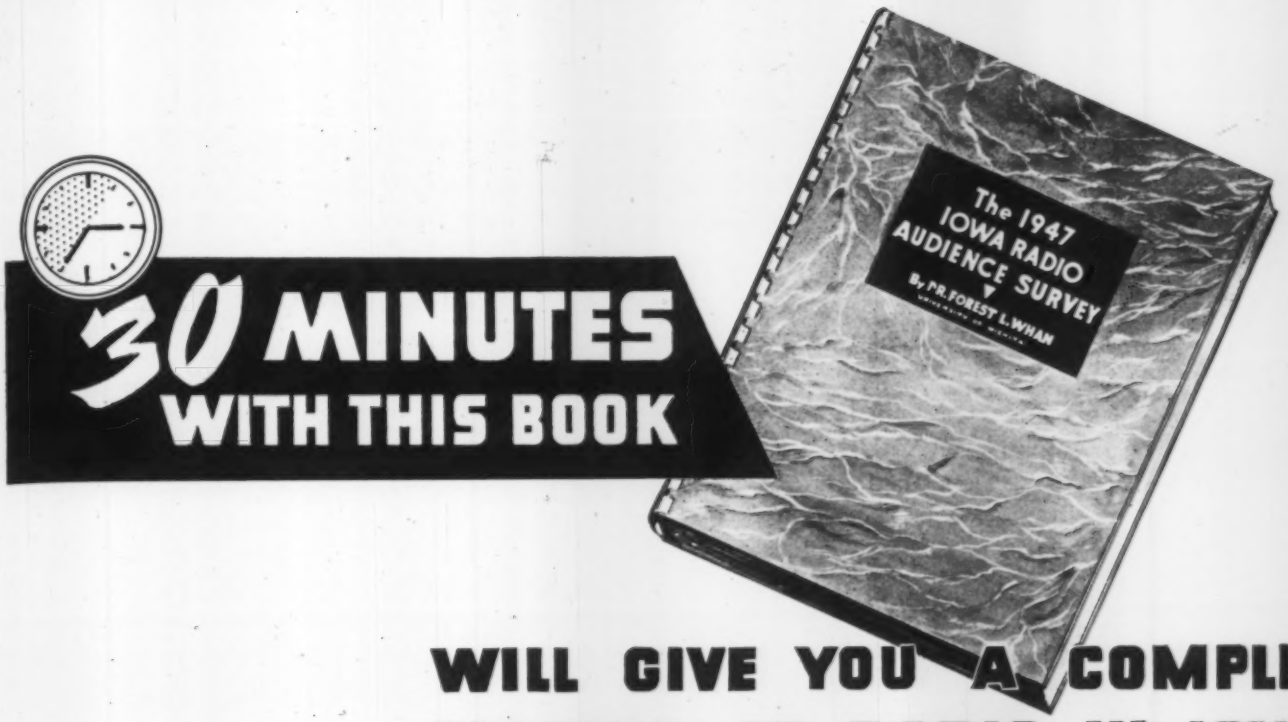
Equipment

Alden 42
Amperex 42
Andrew 42
Audio Devices 244
Collins 244
Daven 244
Du Mont 244
Eitel-McCullough 246
Fairchild 246
Federal T. & R. 246
Gates Radio 246
General Elec. 246
Langevin 246
Lehigh 246
Magnecord 248
Newspaper Publishers Facsimile Service 248
U.S. Recording 248
RCA Victor 248
Rangertone 248
Raytheon 248
Western Electric 248
Westinghouse 248
Wirerecorder 250

Production, Allied Arts, Etc.

Cowan 250
Goodman 250
Kasper Gordon 250
MacGregor 250
Michelson 250
SESAC 250
Standard 250
Teleways 250
Transcription Sales 250
Ziv 250





30 MINUTES WITH THIS BOOK

WILL GIVE YOU A COMPLETE PICTURE OF RADIO IN IOWA!

Now you can *know* the listening habits of Iowa people so well that you can instantly tell what stations are preferred in each county as well as in the State as a whole!

Now you can *know* what percentage of Iowa people prefer each station heard in the State—how many hours are spent with "listened-to-most" stations as compared with "heard-regularly" stations—what stations are preferred for Newscasts and Farm Programs. Now you can *know* what percentage of the total Iowa audience listens to the radio, at any quarter-hour period of the day—with figures broken down by stations and counties.

These and many other vital facts are covered in the 1947 Iowa Radio Audience Survey, by Dr. F. L. Whan of the University of Wichita. This invaluable work is based on interviews representing one of every 73 radio homes in Iowa. It is a MUST for every executive interested in Iowa advertising and merchandising.

A copy is yours for the asking Use the coupon TODAY!

THE 1947 IOWA RADIO AUDIENCE SURVEY COVERS:

Station Preferences in Iowa
News Preferences
Farm Program Preferences
Public Attitude Toward Transcriptions vs. Live Broadcasts
Analysis of Audience by Time Periods
Program Preferences
Program Material Preferences

● ● ●

This authoritative Study contains many maps and charts —breakdowns by age, sex, place of residence, etc. It will be the most valuable book in your radio file. Write for your copy NOW!

✚ WHO for Iowa PLUS! ✚

Des Moines . . . 50, 000 Watts

B. J. Palmer, President . . P. A. Loyet, Resident Mgr.

Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

HIGH in favor...
low on the dial

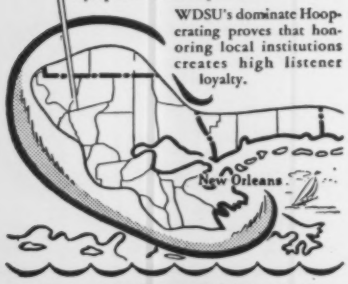
WIP
IT'S MUTUAL!
Represented nationally
by EDWARD PETRY & CO.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts

FCC to Review

(*Continued from page 39*)

anxious to see that radio should not move precipitously and may do something that will mean radio will lose that reputation.

Asked whether a licensee might take time and present his views in his own name, Mr. Denny replied:

Under the Mayflower Decision, I would say he could not. That is the question that is up for re-examination, to ascertain whether he could. I think very strongly if he does editorialize he ought to do it openly and it ought to be labeled as editorializing just as plainly as the editorial page in the newspaper is labeled. And similarly there ought to be an opportunity to answer his editorializing.

Mr. Denny told the subcommittee that he felt the "industry is not at all of one mind on this subject"—that "there are some who feel strongly that [editorializing] ought to be permitted, and some are equally vociferous that if we begin editorializing it will mean radio will lose its present standard."

Picture Has Changed

He conceded that "there may also be a question of whether editorializing on the radio is the same problem today as it was before the war. Today we have twice as many stations as we had before the war, and editorializing now might be a good thing, whereas when we had only 600 stations back in 1938 it would not be. I do not know what we will find on that," he added.

The edict, a storm center in the industry for more than seven years, was enunciated in a proposed decision handed down by the Commission in May 1940 and made final in January 1941. It grew out of a case in which Mayflower Broadcasting Corp. sought the facilities of WAAB, then operated as a part of the Yankee Network in Boston, with WAAB simultaneously seeking renewal. It was alleged that WAAB had broadcast so-called editorials on political questions, but the station was granted renewal on the strength of its abandonment of such broadcasts and its promises not to reinstitute them.

In granting renewal, which effectively prevented any court test, the Commission laid down its anti-editorializing philosophy:

It is . . . clear that with the limitations in frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broadcast facility to the support of its own partisan ends. Radio can serve as an instrument of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented.

A truly free radio cannot be used to advocate the causes of the licensee. It cannot be used to support the candidacy of his friends. It cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate.

Freedom of speech on the radio must be broad enough to provide full and equal opportunities for the presentation to the public of all sides of public issues. The public interest, not the private, is paramount. These requirements are inherent in the conception of public interest set up by the Communications Act as the criterion of regulation. And while the day-to-day decisions applying these requirements are the licensee's responsibility, the ultimate duty to review generally the course of conduct of the station over a period of time and to take appropriate action thereon is vested in the Commission.

Many stations have editorialized, and still do, despite the ban. Largely they are stations in the smaller markets group, and their editorializing deals primarily with civic improvement projects, keeping shy of politics.

Some broadcasters contend that editorializing is not only permissible under the Communications Act, but is actually a prerequisite of service "in the public interest." Others argue that not all stations

(*Continued on page 48*)

Over 100 Station, Promotion Managers Attend CBS Clinic

MORE THAN 100 station managers and promotion managers of CBS affiliates attended the network's first Promotion Managers Clinic held Monday, Tuesday and Wednesday of last week at CBS New York headquarters and the Hotel Pierre, according to Thomas D. Connolly, the network's director of program promotion.

The featured speaker at Monday's luncheon session was Lowell Thomas, whose news program sponsored by Procter and Gamble will be heard on CBS starting Sept. 29.

Gittinger Sounds Keynote

Earlier in the day William C. Gittinger, CBS vice president in charge of sales, sounded the clinic's keynote by outlining the network's fall commercial program schedule. Davidson Taylor, CBS vice president and director of public affairs, told of plans for expanding the network's coverage of domestic news.

William Fineshriber, CBS assistant director of broadcasts, ended the morning sessions with a talk on entertainment package shows. He declared that a CBS survey has shown there is little difference in radio tastes between rural and urban listeners.

At the second day's sessions Howard P. Abrahams, of the National Retail Dry Goods Assn. explained how radio stations and local department stores could cooperate to the best advantage of both parties. "Show stores how to use radio to support other media, to bolster newspaper, display, direct mail . . . Help the stores and you will sell them," he declared.

Edward R. Murrow, CBS news analyst, spoke at a luncheon at the Pierre on Wednesday, Sept. 10, final day of clinic. Mr. Murrow, speaking extemporaneously, told of plans for his new program series scheduled to begin Sept. 29.

FINAL GRANTS TO 4; WISH DENIED 940 KC

FINAL DECISIONS were announced last week by FCC supporting previous proposed decisions to grant four new standard stations and deny respective competitors. In another order the Commission made final its proposed denial of facilities change to WISH Indianapolis.

The grants went to United Broadcasting Co. for 1490 kc, 250 w, unlimited hours, at Ogden, Utah; Mid-Utah Broadcasting Co., Provo, Utah, for 1450 kc, 250 w, unlimited time; Community Service Broadcasting Co., Amsterdam, N. Y., for 250 w fulltime on 1490 kc, and Sunland Broadcasting Co. for 1340 kc, 250 w, fulltime, at El Paso, Tex.

Ownership of the new grantees:

United Broadcasting Co.—Principals: Arch G. Webb, assistant general manager, Idaho Refining Co., president and 32.6%; H. Perry Driggs, Salt Lake City branch manager, J. Walter Thompson Co., vice president and 32.6%; and La-Reta C. Madsen, sister-in-law of Mr. Webb and former high school English teacher, secretary-treasurer 32.6%.

Mid-Utah Broadcasting Co.—Solely owned by Lester R. Taylor, department store operator.

Community Service Broadcasting Corp.—Principals: Arthur Carter, in public relations work during past year for WSNY Schenectady, N. Y., president and 38.26%; Ralph H. Kuribaum, attorney, secretary and 1.28%; Felix J. Aulisi, attorney, treasurer 1.28%; Frederick C. Aber Jr., Howard L. and Herbert L. Shuttleworth, local businessmen, each hold 12.75%.

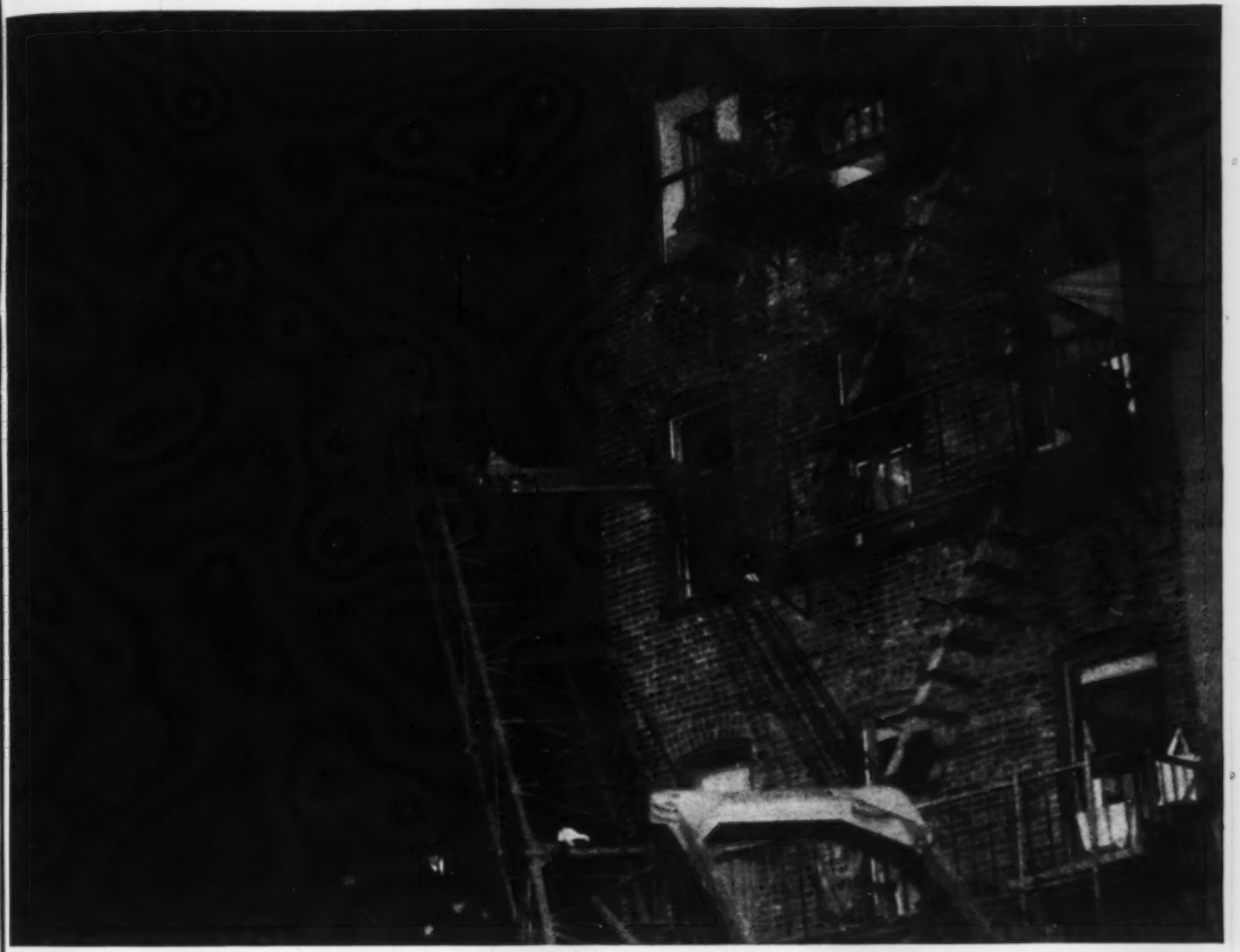
Sunland Broadcasting Co.—Equally owned by Vincent W. McConn and Carlos L. Carter, co-owners Credit Bureau of El Paso.

PROGRAMS RATE HIGHER ON WBNS

"BIG TOWN"
Hooperating
(Winter-Spring '47)
27.4
ASK JOHN BLAIR

In Columbus It's

WBNS
163,550 WBNS FAMILIES IN CENTRAL OHIO



Fire escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for products that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar-spent than any other station in this 5-station town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Freedom

(*Continued from page 37*)

a fortnight ago at the New York Legion convention.

A spacious lounge has been provided, covering an area of a quarter-acre. It is furnished attractively with blue-green and chrome pieces sufficient to seat enormous numbers. The entire lounge is carpeted.

Serving delegates and visitors is the official NAB Information and Service Center, in the center of the lounge between exhibits and the auditorium itself. The center is located at the heart of convention traffic. Six telephone booths have been provided for incoming telephone calls.

A number of the exhibitors have telephones in their booths. These will have outside connections and separate numbers. Persons desiring to make outside calls can use the regular Convention Hall booths located at the boardwalk entrance.

On display in the lounge are latest model receiving sets, including standard, AM-FM, television and combinations in console and table types. The receiver display is separate from the main equipment exhibit (see page 42).

Resolutions will come up as the last item on the convention agenda. Chairman of the Resolutions Committee is John E. Fetzer, WKZO Kalamazoo; Harold Wheelahan, WSMB New Orleans; Harry Bannister, WWJ Detroit; Craig Lawrence, WCOP Boston; G. Bennett Larson, WPEN Philadelphia; R. G. Howell, KFXJ Grand Junction, Colo.; Cecil Mastin, WNBF Binghamton, N. Y.

Election of new directors-at-large, including two FM directors, is scheduled for 11:30 Wednesday morning. Final decision on technical phases of the election was expected from the board following its Sunday meeting. For the first time in some years networks will not be represented on the board unless by guest observers. Two directors each will be elected for small, medium and large stations.

Members of the Elections Committee are: Frank King, WMBR Jacksonville, chairman; Ken Church, WIBC Indianapolis; Dietrich Dirks, KTRI Sioux City, Ia.; Charles H. Crutchfield, WBT Charlotte; Leonard Kapner, WCAE Pittsburgh.

Four specialized clinics and a joint clinic are scheduled Monday, along with committee meetings. The clinics cover advertising, engineering, programming and employe relations, with a combined advertising - programming luncheon. They will operate all day, with exception of the employe relations session which starts in the afternoon. All are open but the last-named, which is confined to station managers and owners.

A feature of the programming clinic, titled "Use of Music," presents an enlarged list of speakers.

NBC on Hand

THE ONLY pictures of President Truman in his car, following his near-accident in Brazil on Sept. 6 were obtained by Harry Walsh, NBC motion picture cameraman, the network reported last week. The pictures were made available to all photographic services. The films are now enroute to New York and will be shown on NBC's television station, WNBT New York, upon their arrival.

Panel chairman will be Merritt E. Tompkins, president, American Music Publishers. Harold Fair, Program Dept. director, announced the complete list includes Paul Whiteman, ABC musical director, who will discuss music for the younger generation; Sydney Kaye, BMI general council, discussing performance rights from the viewpoint of the program producer; Norman Cloutier, musical director, NBC Thesaurus, speaking on the use of classical and popular music. Harrison Kerr, executive secretary of the American Composer's Alliance, also will speak.

Four press relations representatives from the networks are assisting the regular NAB information staff, headed by Charles E. Batson, information chief, and James Dawson, his assistant. The network newsmen are Jack Pacey, ABC; Clarence Worden, CBS; Francis X. Zuzulo, MBS, and Joe Dine, NBC.

Official Program

(*Continued from page 3*)

6:30 p.m.—Daytime Petitioners Assn., Embassy Room, Ambassador Hotel.

Thursday, Sept 18

8:30 a.m.—AAAA Operations Committee, breakfast, Executive Grill, Ambassador Hotel.

6 p.m.—BMB Board dinner meeting, Surf Room, Ambassador Hotel.

TOMATO JUICE BAR

Campbell's S. D. Gregory Sets Up Convention Spot

UNIQUE innovation at the NAB Convention will be a tomato juice bar by courtesy of the Campbell Soup Co., sponsors of *Corliss Archer* on CBS and other radio spot presentations. Campbell will hold forth at Ritz-Carlton Hotel, under the direction of S. D. Gregory, advertising department.

P. S.—Mr. Gregory until a few months ago was radio advertising director of Schenley Distilling Corp. and at past conventions was interested in promoting commodities for which tomato juice was an antidote.

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA
POWER To you!
AFFILIATE
-SOON-
5000 WATTS
KELO
SIOUX FALLS
THE NBC VOICE
FOR SOUTH DAKOTA
Consider—then Contact
JOHN E. PEARSON CO.

A Barometer of
YANKEE LISTENER INTEREST

Another Yankee Success Story

Recently, Lehigh Navigation Coal Company offered to Yankee Network listeners a booklet entitled "The Story of the Barometer."

The offer was made through the "Yankee Weather Man," whose 7:00 A.M. weather forecast for all New England, is broadcast over The Yankee Network's 24 home-town stations.

More than 5000 requests for the booklet were received as a result of four announcements at 7:00 A.M.

People of New England are naturally alert to weather forecasts, but to reach them quickly throughout New England — when the information is most useful — requires local stations. People listen to their local stations — and the only way you can get enough of them for complete coverage of New England is through The Yankee Network.

Lehigh Navigation Coal Company has just renewed its contract with Yankee for another year. It is hanging on to that 7:00 A.M. spot over the entire network for just one reason — results.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

HOW WELL DO YOU KNOW YOUR MARKETS?

A TIMELY MARKET QUIZ FOR SALES-MINDED EXECUTIVES

The Per Capita Effective Buying Income of the Memphis Market is:

1. 10% below the National Average?
2. 5% below the National Average?
3. Equal to the National Average?
4. 16% above the National Average?

ANSWER:

The people in this two-billion dollar market have an Effective Buying Income that is 16% above the National Average! For maximum effective coverage at least cost, let WMC tell your story to the 684,460 families in this rich market.

WMC "the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you want . . . . . It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

FCC to Review

(*Continued from page 44*)

should editorialize, though all should have the right to do so. NAB President Miller, for example, has taken the position that editorial periods need not be mandatory but that radio's right to express its own views should be as clear as that of the press.

FCC's order calling the hearing, dated Sept. 5 and announced last Monday, came at a time when the Commission had pending a petition from Cornell U.'s WHCU Ithaca, asking FCC to pass upon that station's right to air its own opinions on a particular local question [BROADCASTING, July 7]. The Commission did not refer to that petition, preferring to make a general review open to the entire industry rather than use an individual station's request, involving a purely local question, as basis for the overall re-examination.

Text of FCC's order:

ORDER

At a session of the Federal Communications Commission held at Washington, D. C., on the 5th day of September, 1947;

WHEREAS, The Commission on January 16, 1941, issued an opinion in the matter of The Mayflower Broadcasting Corporation, 8 FCC 338, which dealt with the policy theretofore followed by that licensee in broadcasting "editorials from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy"; and

WHEREAS, Since the adoption of the above opinion there has been widespread discussion concerning the exact meaning of the opinion, its application to particular situations, and the desirability or undesirability of having a general policy concerning editorializing by broadcast licensees; and

WHEREAS, These questions are substantial and of such general importance and wide concern as to warrant the holding of a general hearing concerning the entire subject matter of editorializing by broadcast licensees;

WHEREAS, Because of the importance of the questions presented, the Commission is aware that extensive preparation will be required and is, therefore, desirous of scheduling the hearing at a time when all the parties can be fully prepared;

NOW, THEREFORE, IT IS ORDERED, that a hearing be held before the Commission en banc beginning on the 12th day of January, 1948, on the following issues:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligation to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

Any interested person desiring to participate in this hearing should file with the Commission, in triplicate, on or before Dec. 1, 1947, a notice of appearance, setting forth the name of the person or persons who will testify, the organization represented, if any, the subjects concerning which the witnesses will testify, and the approximate length of time required for the presentation.

BY THE COMMISSION
Wm. P. Massing
Acting Secretary

Don't just advertise SELL with

WREN

FIRST IN TOPEKA KANSAS

More Topeka listeners are tuned to WREN more daytime quarter-hours than to any other station!

SOON—5000 watts night-time too, covering eastern Kansas from TOPEKA.

Represented by Geo. P. Hollingbery Co.

RCA, 20th Century Sign TV Screen Research Pact

JOINT PROGRAM of research on large-screen television contracted for by RCA and 20th Century-Fox Film Corp. in a contract signed last week [CLOSED CIRCUIT, Sept. 8] will be carried out at the motion picture company's Movietone Newsreel studios in New York. Otherwise the agreement is practically identical with the RCA-Warner Bros. contract signed in July calling for cooperative large-screen video research to be conducted at Warner's studios, Burbank, Calif.

RCA will begin delivering the large-screen video elements to 20th Century-Fox early in the fall and also will supply engineering personnel and technical and research information for the project, which will be supervised by Earl I. Sponable, technical director of the motion picture company and who was intimately associated with the first recording of sound on film.

It will soon be 630 in Savannah

ON TARGET

Good timing is as essential in selling as in polo. Weed's nationwide organization is fully aware of the importance of proper timing in all elements that influence the buying of radio time.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

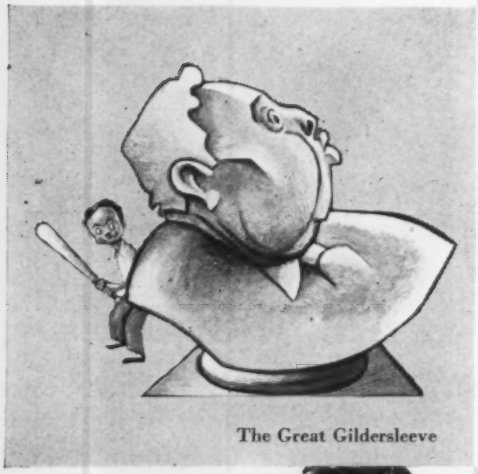
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

Convention Address—Ritz-Carlton Hotel, Atlantic City

Fred Allen

Charlie McCarthy

Bob Hope



The Great Gildersleeve

Amos 'n' Andy

Red Skelton

Mr. District Attorney

Kay Kyser

Eddie Cantor

Jack Carson-Eve Arden

Frank Sinatra

William Bendix

Burns and Allen

Network of the stars

Fibber McGee & Molly

Dennis Day

H. V. Kaltenborn

The pictures on these pages are but a sample of what advertisers and listeners will be seeing a lot of this year—NBC stars through the eyes of the famous caricaturist, Sam Berman.

With the familiar NBC lineup of stars intact—plus such newcomers as Al Jolson, Jimmy Durante, Frank Sinatra, Eddie Dowling, Jack Carson, Bob Hawk, Garry Moore and the Ford Theater, the 1947-48 season on NBC will shine brighter than ever—beaming to listeners the greatest concentration of talent, to advertisers the greatest concentration of listeners ever to be found on a single network.

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

THE QUALITY STATION
WDUN
GREEN BAY, WIS.
BEN LAIRD, PRES.
DAY and NIGHT
COMPLETE METROPOLITAN COVERAGE
WRITE TO
NATIONAL REPRESENTATIVE
TAYLOR-HOWE-SNOWDEN
Radio Sales

AAAA Message to NAB Delegates

By FREDERIC R. GAMBLE
President, American Assn. of Advertising Agencies

FROM THE ADVERTISING agency viewpoint, what have been the highlights of 1946-47 in our joint effort with broadcasters for the advancement of radio advertising?

Foremost, probably, was the issuance of BMB Study No. 1. For the first time in the history of radio as a major advertising medium, we now have—through the BMB Indexes—a uniform measurement of station listening audiences.

Mr. GAMBLE

The fact that broadcasters of this country subscribed more than a million dollars to finance the first BMB survey is a tribute to their foresight and progressiveness, which agencies and advertisers recognize. We think it augurs well for the future of both BMB and broadcasting.

BMB continues to have the hearty support of the AAAA. We expect it will go forward to greater achievements. We hope the fifteen-point plan for BMB will win the solid financial backing of broadcasters.

A second achievement was adoption and issuance, by the NAB and AAAA, of a Revised Standard Contract for Spot Radio Broadcasting. Although use of this contract form is not compulsory, we hope all agencies and stations will voluntarily adopt it. Original Standard Contract, worked out in 1933, has unquestionably facilitated the placing of spot radio advertising and the handling of it by broadcasters.

Another big step forward was the comprehensive NAB Recommendations for the Standardization of Rate Cards, developed by the NAB Sales Managers Executive Committee and our AAAA Time Buyers Committee. The wide acceptance of these recommendations by stations in preparing their rate cards is a further contribution to sound business dealings between broadcasters and agencies.

Also gratifying to agencies has been the increasing adoption of the customary 2% cash discount by individual radio stations.

Since the beginning of 1947, this financial safeguard has been placed in effect by some thirty additional stations, and another thirty have already announced that they will adopt it with their next rate cards; it has been adopted by the Don Lee Broadcasting System; the cash discount principle, long endorsed by all four national networks, has also been adopted for CBS owned-and-operated stations and two affiliates, including seven 50,000 w stations.

Now that business failures are continuing to increase, we are reassured that more and more broadcasters realize the importance of the cash discount as a payment stimulus and credit warning.

We look forward to many more adoptions of the 2% cash discount. Radio has the same stake as other media in maintaining the continued financial stability of national advertising. It still has a long way to go—until radio stations adopt the discount with the same overwhelming majority as other media.

Still other problems remain to be solved, of course.

There is the question of agency recognition. We earnestly hope that broadcasters will establish a recognition bureau along the lines of recognition mechanisms set up by other media.

There is the subject of program content, being tackled with the NAB Code and by the Joint Committee on Improvement of Advertising Content.

There are television and frequency modulation; as more receivers are sold and these become established advertising media, they are presenting problems of their own.

It is encouraging to know, though, that these problems will be approached with mutual understanding and respect by broadcasters, advertisers and agencies. The dinner invitation of the NAB Board of Directors to the ANA and AAAA Directors during the NAB Convention in Atlantic City is a splendid reflection of this spirit of cooperation. Under the able leadership of Justin Miller, we know it will continue.

Hon. Ray Reynolds
Rogers and Smith
Chicago
Dear Ray:
I told this young feller if he don't slow up he's goin' to, well . . . and then he interrupts me. He says, "Grandpaw," (and I ain't that old). "Grandpaw, you keep your mind on the sweepin' and I'll do the promoting. I've just come back from a big CBS promotion managers' meeting and I'm rarin' to go." And that just about sums up our new promotion manager, Juck Herman. He's rarin' to go! If you got any merchandisin' or promotin' you need done, just drop him a note, care of WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

Purina Realigns

PURINA MILLS, St. Louis (Ralston) through Gardner Advertising Co. is dropping its magazine schedules to concentrate exclusively on Sunday comics and radio. Company sponsors *Tom Mix*, 5:45 p.m. (CST) and *Checkerboard Jamboree* (Feed Div.), 12:45 p.m. (CST). Both of these programs are on MBS.

BMB ISSUES 30-MONTH PERIOD FISCAL REPORT

BROADCAST Measurement Bureau during the 30-month period from Jan. 1, 1945, through June 30, 1947, had total receipts of $1,413,000, total expenditures of $1,335,000 and total assets as of June 30 of $100,000, including $78,000 in cash, according to the organization's financial statement, issued last week.

BMB income included loans of $75,000 from NAB and of $15,000 from AAAA to help BMB get started, subscription payments of $1,089,000 from 711 stations and of $213,000 from 14 national and regional networks, and $21,000 in income from the miscellaneous sale of publications, reports and services.

Expenditures included repayment of the $90,000 to NAB and AAAA; organization costs of $96,000; operation expenses—including rent, salaries, legal fees and expenses, travel, entertainment, communication, office and printing supplies, directors' travel allowances—$244,000; developmental research, $51,000; project operation, $113,000; project contracts—including $348,000 for tabulating, $177,000 for mailing and supplies, $84,000 for postage and $132,000 for printing and publishing—$741,000, making total expenditures of $1,335,000.

WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION
FM STATION
W---- CAPITAL OLD DOMINION
NOW OPERATING
18½ HOURS DAILY
47,000 WATTS AUTHORIZED POWER
In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS
Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly
REPRESENTED BY JOHN BLAIR & CO.

Reaches Large Food Market

WHBF

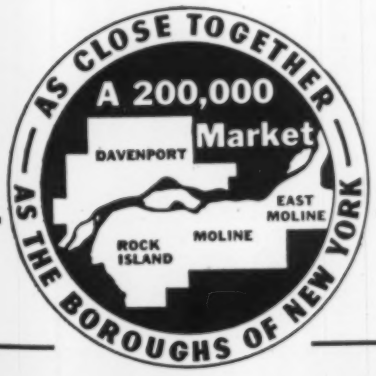
More Food is Sold in Quad-Cities Than in Any Other Market in Illinois and Iowa Outside of Chicago

Second only to Chicago in total food sales in a 2-state area, Quad-City retailers passed $35,027,000 worth of groceries over their counters in 1946. These figures, from *Sales Management* Survey of Buying Power, prove that the Quad-Cities is a major mid-western market—made up of four thriving industrial cities and their suburbs.

National advertisers who have concentrated their efforts in the Quad-Cities for test campaigns report better than expected responses. Wide-awake merchandisers list the Quad-Cities high on all advertising schedules.

To reach this fast-growing metropolitan area, you'll need WHBF. Hooper surveys continue to widely favor WHBF. A rapidly increasing population with an even faster-growing appetite puts Quad-Cities out front as a "natural" for your food advertising.

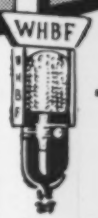
Summer Hooper Station Listening Index Report shows WHBF first Morning, Afternoon and Evening in the Quad-Cities!



BASIC ABC for the QUAD-CITIES

1270 KC **WHBF** 5000 Watts Full Time

and WHBF-FM



Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Atlanta Affiliation Dispute Nears End in District Court

PRELIMINARY BATTLE over WGST Atlanta's charges that CBS and the George B. Storer stations violated antitrust laws in the projected switch of WGST's CBS affiliation to WAGA Atlanta, a Storer outlet, was nearing an end in U. S. District Court in Atlanta Friday morning.

Paul A. Porter and James Lawrence Fly, ex-FCC chairmen pitted against each other in the court fight, were slated to make their final arguments following completion of the defense presentation Friday. Evidence for plaintiff was completed early Thursday. Mr. Porter represents the state-owned WGST while Mr. Fly appeared with attorneys for WAGA and counsel for CBS.

WGST is seeking to enjoin WAGA from affiliating with Columbia. A temporary injunction was issued in June, pending full hearing [BROADCASTING, June 23]. WGST, claiming that loss of affiliation would cause it severe financial losses, charges the network cancelled WGST's contract in order to complete a three-way deal which would give CBS the affiliation of three Storer (Fort Industry) stations—WAGA, WWVA Wheeling, WGBS Miami.

At one point Judge E. Marvin Underwood, hearing the case, interjected that "it seems to me this contract was entered into in a prohibited area." Mr. Fly insisted there was no violation of the law, evoking prompt disagreement from Mr. Porter.

Regardless of the district court's decision, an appeal is considered certain.

Porter, Fly Speak

The hearing opened Wednesday. Mr. Porter told Judge Underwood in a brief opening statement that CBS ignored 17 years of business association and broke off affiliation with WGST in order to consummate a three-way arrangement which would give CBS the affiliation of the 50-kw WWVA Wheeling. He insisted the change was not made on the merits of the facilities.

Mr. Fly, answering for WAGA and Mr. Storer, replied that the transaction was a "simple, routine contract," that there is no monopoly and no conspiracy, and that the defendants have made every effort to help WGST gain another affiliation.

Daniel MacDougald, attorney speaking for CBS, insisted that "the right to select a customer is not a one-way street." He noted that ABC added an affiliate in Pittsburgh, 38 miles from WWVA, while the Wheeling station was an ABC affiliate, and that this addition caused WWVA a net loss of five to six thousand dollars a month.

Mr. Porter introduced 24 affidavits supporting his charges.

WGST General Manager John Fulton contended in one that 29% of WGST's 1946-47 gross revenue came from CBS, and that of the year's $247,440 net profit the revenue from the network approximated 61%.

Mr. Fulton's affidavit quoted CBS officials as saying they were forced into the position of affiliating with WAGA and WGBS because of their desire to add WWVA. He emphasized that no other network affiliation is available for the state-owned WGST.

In another affidavit, John Norton, ABC vice president, said Mr. Storer was sought out by CBS for the WWVA affiliation. He said he made every effort to retain the station as an American affiliate. He reviewed discussions with WGST and also with Clark Howell of WCON Atlanta, which led to WCON's affiliation with ABC effective Dec. 15, 1947.

Storer Affidavit

Case for the defense was opened by William C. Fitts, law partner of Mr. Fly, in a statement reviewing industry operation and the relationship between networks and affiliates. He emphasized that the same programs would still be available to Atlanta listeners under the projected CBS affiliation change.

He introduced an affidavit by Mr. Storer reviewing Fort Industry's station ownership and declaring that obviously no monopoly is involved in Atlanta or elsewhere.

Mr. Storer noted that affiliation contracts of WAGA, WGBS and WWVA—all with ABC—expired June 15, 1947, and so were given "immediate" consideration in the 1946 review of affiliations. He said the company had notified ABC that WWVA was "unhappy" about the addition of WCAE as an ABC affilliate in Pittsburgh due to resulting losses of network income.

Fort Industry, according to Mr. Storer, had decided to seek CBS affiliations for "any one or all of our stations then affiliated with ABC." He said the company felt that CBS then offered better program service and "provided substantially larger revenue for each station." The company figured CBS affiliation would increase WWVA's annual revenue by $75,000 annually, and those of WGBS and WAGA by $50,000 each.

Mr. Storer said he discussed a CBS affiliation for WGBS with network officials in the fall of 1946, and also asked the network to consider affiliation for WWVA. Tentative agreement on terms was reached, he said, and CBS offered contracts covering both stations. He said he and J. Harold Ryan, Fort Industry vice president, subsequently decided to seek a CBS affiliation for WAGA. He said network officials told them "CBS would offer us an affiliation contract for WAGA conditioned upon our ability to prove that the coverage and listening area of WAGA was substantially as good as and as desirable as those of WGST."

Akerberg Affidavit

An affidavit of Herb V. Akerberg, CBS vice president in charge of station relations, was read by Mr. MacDougald, but was interrupted at one point by Judge Underwood who suggested that CBS may have entered into an illegal contract when it withdrew affiliation from WGST and granted option to WAGA.

The Judge noted that a station may not contract for network service earlier than six months in advance of expiration of its existing commitment. The defense countered that CBS exercised the legal option of cancelling with one year's notice from Dec. 15, 1946.

BATTLE CREEK, ELYRIA GET PROPOSED GRANTS

AUTHORIZATIONS for a second AM station at Battle Creek, Mich., and the first for Elyria, Ohio, were anticipated by FCC last Thursday in a proposed decision on three 930-kc applications.

Commission proposed to grant the applications of Michigan Broadcasting Co. for 930 kc with 1 kw fulltime at Battle Creek and of Elyria-Lorain Broadcasting Co. for the same facilities at Elyria. Competing applications of WLAV Grand Rapids for authority to move from 1340 to 930 kc and boost power from 250 w to 1 kw was given a proposed denial.

Proposed grantees:

Michigan Broadcasting Co., Battle Creek (proposed grant)—Robert Harmon Holmes and David Noyes Holmes, brothers, who operate automobile agencies, own 50% each and are president and secretary-treasurer respectively.

Elyria-Lorain Broadcasting Co., Elyria, Ohio (proposed grant)—There are 64 stockholders, none owning more than 6½%. Roy W. Ammell, president and Loren Berry, Frank Gallagher, Gustav Hirsch and Ronald B. Woodyard, each of whom has 6½%, have minority interests in Skyland Broadcasting, applicant for AM and FM at Dayton, and in Sky Way Broadcasting, Columbus AM applicant and FM conditional grantee. Mr. Woodyard also has 44.8% of WIZE Springfield, Ohio, and formerly owned WINK Fort Myers, Fla. Elyria-Lorain has a proposed grant for FM at Elyria.

Four Station Grants Are Made As FCC Sets Aside 3 Others

GRANTS for four new stations and improved facilities for an existing outlet were authorized or proposed in two decisions handed down by FCC last week, while in separate actions three prior grants were set aside and one application for a change of frequency was proposed to be denied.

Programming was a major factor in two decisions handed down by FCC last Monday.

In a final decision, the Commission reversed its original proposal and granted the application of Cur-Nan Co. for a new 250-w fulltime station on 1450 kc at Brockton, Mass. Cur-Nan's two rivals, Plymouth County Broadcasting Co., which had won the proposed decision [BROADCASTING, March 31], and Bay State Beacon Inc., were given denials.

A proposed decision was issued at the same time anticipating a grant of WTNB Birmingham's application to change frequency from 1490 to 850 kc and boost power from 250 w to 5 kw day and 1 kw directionalized at night. FCC proposed to deny the application of Johnston Broadcasting Co., licensee of WJLD Bessemer, competing for 850 kc for a new Birmingham station.

Grants for three new AM stations were proposed by FCC in decisions issued Sept. 10, including one in the long-pending 680-kc proceeding involving applicants for Baltimore, Lancaster, Philadelphia and Rochester.

The decisions proposed to:

1. Grant the application of Lomar Broadcasting Co. for a new station at Lancaster, Pa. on 680 kc with 5 kw day and 1 kw night. Deny the applications of the following for the same frequency: (a) WCBM Baltimore, to change from 1400 kc and boost power from 250 w to 10 kw day and 5 kw night; (b) Tower Realty Co., Baltimore, 10 kw day, 5 kw night; (c) Foundation Co. of Washington, for Philadelphia, 10 kw fulltime; (d) WRNY Rochester, to increase on 680 kc from 250 w day only, to 1 kw day and 500 w night.

2. Grant the application of Standard Tobacco Co. for a new station at Maysville, Ky., on 1240 kc with 250 w fulltime (there were no competing applications).

3. Grant the application of Brookhaven Broadcasting Co. for a new station at Brookhaven, Miss., on 1340 kc with 250 w fulltime (no competing applications).

4. Deny the application of Radio Springfield Inc. for new station at Springfield, Ill., on 1490 kc with 250 w fulltime (no competing applications).

Grants for three new AM stations—two regionals and a local—were set aside by FCC in actions announced last week. Further consideration was ordered in each case.

They were the grants issued earlier this year to:

1. Cleveland Broadcasting Inc., Cleveland, Ohio, for 1300 kc with 5 kw, using directional antenna fulltime [BROADCASTING, March 10].

2. Rochester Broadcasting Co., Rochester, Minn., for 970 kc with 1 kw, directionalized fulltime [BROADCASTING, May 5].

3. Radio Fort Wayne Inc., Fort Wayne, Ind., for 1450 kc with 250 w fulltime [BROADCASTING, Aug. 4].

KNOE Monroe, La.'s application to move from a local frequency to the 1390 kc regional channel was given a proposed denial, on engineering grounds, in a decision released by FCC Sept. 11.

These Are the "Men Who Run" T.H.S. Radio Sales INC.

O. L. "Ted" Taylor
President

Alex Keese
Vice President & General Manager

Clyde Melville
Vice President
Dallas

Tom Peterson
Vice President & Assistant General Manager
Chicago

John D. "Jack" Allison
Vice President
New York

J. S. "Jim" Ayers
Manager - Atlanta

Wib Eickelberg
Los Angeles

Hub Keenan
San Francisco

TAYLOR-HOWE-SNOWDEN *Radio Sales,* **INC.**

SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco • Atlanta

WE
SEE DUFFY
"LEAVE US FACE IT WE'RE IN LOVE"
"PUT YOUR LIPS AROUND ME HONEY"
"THE GIRL WITH THE THREE BLUE EYES"
GREEN
Martin

VE SOUND-PROVED ABE BURROWS...

He's famous for making the great laughmakers themselves laugh most, at Hollywood's funniest private parties. He's long been the entertainer's favorite performer, the comedian's funniest comic, the wit's sharpest wit!

And for years, Abe Burrows has *also* been one of radio's great comedy-writers, heading up Duffy's Tavern's stable of script-writers and gagsters; writing his sharp-edge, sparkling comedy for Joan Davis, Dinah Shore and others.

This summer we sat him down to a coast-to-coast microphone, and proved something else about him . . . in sound!

For Burrows is now revealing to millions what the great comedians have always known: that no one can get as many laughs out of a Burrows song as Burrows; no one can get the laughs out of his lines that he himself does.

Listen to him any Saturday night on CBS at 10:30 EDT and you'll hear what they mean.

Burrows (as one critic affectionately put it) "has a voice like a bull-frog with a sore throat." But it's *just* the voice for the comedy and songs that have made him famous: "The Girl with the Three Blue Eyes" or "O, hurry, Mr. Hurricane, and blow my lover back to me," and dozens of others.

Without exception, the critics have called it *the best comedy-satire of our time*, in any medium, anywhere. (See The Saturday Evening Post, Time, Newsweek, Variety, John Crosby, Jack Gould or any of the others.)

As writer, composer and in front of a mike, Burrows proves, week after week, he's one of today's great comedy buys; top-talented comedy, at fifteen-minute time and talent costs.

If you want to laugh, hear him. If you want to smile, buy him.

A CBS PACKAGE PROGRAM

Ad Council Message to NAB Delegates

By CHARLES G. MORTIMER Jr.
Chairman of the Advertising Council,
Vice President in Charge of Marketing, General Foods Corp., New York

IT'S NO SECRET that in 1941 advertising—including radio advertising—was not exactly one of the American public's first loves.

Perhaps the most serious charge leveled at advertising was that it was selfish, that it concerned itself solely with selling products, overlooking its possibilities as an instrument for advancing the public welfare.

Mr. MORTIMER

To be frank, I don't believe advertising had any good answer to that charge. Ironically, the advertising business, though skilled at influencing the public, had often been maladroit and shortsighted in its own public relations.

Today, however, advertising is considerably less open to this type of criticism. We still have a long way to go. But we've seen the light.

The new trend started during the war. American business—through the Advertising Council—did a superb job of enlisting the public's support of war drives. Business and media contributed more than a *billion* dollars worth of time and space to such drives as those for war bonds, the USO, and victory gardens. I don't need to dwell here on what wonders this accomplished. You remember the advertising. And you remember the response.

Fortunately, business continued its public welfare advertising after V-J Day. In radio and other media, business today is grappling with urgent peacetime matters: The school teacher crisis, highway safety, Army prestige, U. S. Savings Bonds, group prejudice, and others.

Each month business contributes, through its non-profit Advertising Council, millions of dollars worth of space and time to these projects. Through the Council's radio operation alone, broadcasters present information and appeals on public problems to countless Americans in every corner of the nation. Not haphazardly, not sporadically, but in organized, systematic campaigns, with messages every day in the year, morning, afternoon and night, often on the biggest, most popular, most expensive network shows.

By continuing and expanding this work, businessmen and the Council hope that the day will come when the public looks on advertising not only as an essential cog in our system of free enterprise, but also as an alert, enlightened force for public good.

One fear, however, is that too many broadcasters don't realize how very much the Advertising Council can mean to them. *Actually, the Council's radio operation is one of the most potent instruments American business has ever had for building prestige and good will.*

Another fear is that owners of radio stations and networks in spite of the many hours of broadcast time they themselves have devoted to public service messages still may not be fully aware of what this operation can mean to *them.* They can afford to be grateful for it. For when an advertiser devotes part of his radio expenditure to the Council's messages, he's not only establishing good will for his own company; he's also doing a great deal to win the public's friendship for the radio stations and networks themselves.

In the coming year, the Council will need the support—both moral and financial—of everyone in radio, in advertising and in business. We have a wonderful opportunity. It's really a three-way opportunity—to serve the public, to disarm critics of radio and advertising, and to build solid, lasting good will for American business.

Quite a goal, isn't it? But I'm convinced we can reach it if all of us never forget just one thing. And that's this:

The best public *service* is always the best public *relations!*

7.9% Population Rise Reported by U.S. Census

THE POPULATION of the U.S. has gained 7.9% in seven years, according to report last week by the U.S. Census Bureau, which stated that last April the population totaled 143,311,000, including 1,250,000 in the armed forces.

Civilian population, estimated at 142,061,000, represented a gain of 10,392,000 or about 7.9% for the seven years since 1940. A 24.7% increase (3,427,000), the largest, was indicated in the West while the least increase, 2.7% (1,107,000), was reported for the South. City population has increased from 74,424,000 to about 83,860,000 or up 12.7% since 1940, the report showed.

WSGN
THE NEWS-AGE-HERALD STATION

Again FIRST

MORNING AFTERNOON EVENING

C. E. Hooper Station Listening Index**
(From the June-July, 1947, Report)

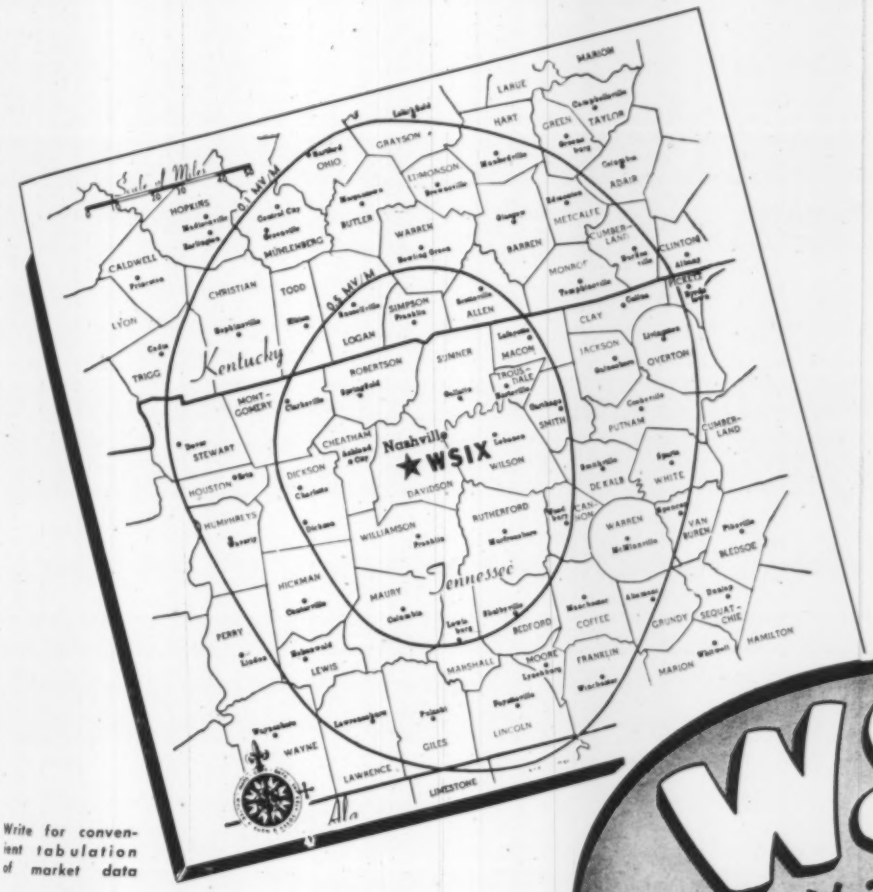
	WSGN	Station A	Station B	Station C	Station D*	Station E
Monday thru Friday MORNING 8 A.M. to 12:00 Noon	38.5	31.2	17.3	7.3	3.2	2.5
Monday thru Friday AFTERNOON 12:00 Noon to 6:00 P.M.	32.6	22.0	27.3	9.8	4.1	3.8
Sunday thru Saturday EVENING 6:00 to 10:00 P.M.	36.9	27.4	28.4	2.5		2.3

Every Day More and More People Get the WSGN Habit

*Station D operates day time only. **For Metropolitan Birmingham

WSIX—personal salesman for this market area

WSIX can be your personal salesman in the rich middle Tennessee Market. No need to route this salesman—just set up a regular schedule to sell the radio families in this area—and get your share of the 356 million dollars spent in retail stores. That's a market worth selling and WSIX can give you the effective, economical coverage you need!



Write for convenient tabulation of market data

AMERICAN • MUTUAL

5000 WATTS • 980 KC

National Representative: THE KATZ AGENCY, INC.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

OCTOBER 1st . . .

8 TIMES More COVERAGE IN AMERICA'S 7th MARKET*

KFXM UP TO 1000 WATTS

DOWN TO 590 KC

San Bernardino City has consistently maintained 7th place in the nation's retail sales per capita during 1947.* Now, the new KFXM, conservatively 8 times more powerful, blankets entire San Bernardino Valley, one of California's richest agricultural markets.

Signal is important; listeners more so. For instance: at the Hooperated time period for Spring 1947 KFXM pulled an average of 33.5% of the audience. This, on its old power and frequency. Now, KFXM, with 4 times the power and 8 times the coverage, will sell the entire San Bernardino Valley at a cost under any other station.

Write for our Hooper
Compare the ratings
Measure the costs

* *City Index, Sales Management*

KFXM - KFXM - FM

San Bernardino, California

1000 WATTS • 590 KC

DON LEE • MBS

JOHN BLAIR, *Representative*

AFM Defers

(*Continued from page 40*)

the growth of FM to a point that many prospective applicants, and a few operators, have abandoned plans to provide FM service to American listeners."

No Audience Increase

Mr. Mullen termed the conference "promising" and indicated later that NBC "might be interested" in negotiating a contract that would cover points outlined by Mr. Woods, but that the network would never consider additional payments for duplication because "an FM listener to a network program is just the same as an AM listener."

He said that no increase in size of audience was possible under duplicate broadcasting and that the network or the station had and seemed likely to continue to pay the burden of increased costs for such broadcasts.

Mr. Petrillo listened to the network executives without interruption and on conclusion of their arguments launched a vicious indictment of FM stations and their official association, the FMA. Referring to them as "radio bums," he wanted to know why over 100 FM stations say to him, "I gotta license. I'm not going to employ musicians. You can go to hell."

He said that over 1,200 AM stations employed no musicians; that these stations and the union never negotiated; that until 1941 he had never resorted to calling a strike, but that broadcasters still felt he was treating them unfairly.

The chains have done a good job for these stations—giving the public good music, he continued, but charged the little stations always complain against him. They run to Congressman Nixon (R-Calif.) of the investigating committee and "scream bloody murder that I'm forcing them to pay for music." Why shouldn't they pay? he asked.

Effects of New Law

He told the group that a Rochester station had "dared" him to call a strike Feb. 1 (expiration date of the AFM contract) and said it would discharge as many musicians as it wanted to. That's the kind of treatment we get from people who make money off musicians—just because of the Taft-Hartley Act, he charged.

Mr. Petrillo described the present network and individual station contracts as a "mistake" and said had he been able to predict the growth of network radio at the time the contracts were originally drafted (1937), he would never have signed them.

"Why should a musician get the same money for playing on 400 stations as he does on one?" he asked.

He admitted the union had lost considerable strength because of the Taft-Hartley Act and then shouted, "Now you ask me to feed free music to FM operators," of whom he spoke derisively.

He said the board "might consider" some sort of a package deal but did not amplify his ideas. He thanked them for their detailed discussion of the technical aspects of FM and promised an early answer to their requests.

As the meeting broke up Mr. Woods asked if it were possible to discuss the problem further at the next meeting of the board. Mr. Petrillo said he would be in New York Sept. 12 and would be glad to meet with him at that time.

It was expected that any recommendations by the executive board would automatically be passed on to Mr. Petrillo with power to act, as in the past. Board members themselves were far from enthusiastic about any merger of AM-FM music and several expressed their objections.

NAB Music Advisory Unit Holds Talks With ASCAP

THE NAB Joint Music Advisory Committee met for continuing discussions with ASCAP last week in the ASCAP board room in New York. The broadcasters' delegation was headed by Ted Streibert, WOR New York, and included: Walter Haase, WDRC Hartford; Robert Mason, WMRN Marion, Ohio; Joseph A. McDonald, ABC vice president and general attorney; Don Petty, NAB general counsel; John Shepard, Yankee Network; Ed Souhomy, NBC counsel; Ed Yocum, KGHL Billings, Mont.

ASCAP was represented by Gustav Schirmer, appearing for Deems Taylor, president; Louis D. Frohlich, ASCAP general counsel, and other officials and legal advisers. It was understood that business transacted was routine.

Says: Remember - - - We're only a local station, but we're going to be the most talked about station in the nation

Remember - - - in Salem, Ore. . . . it's the voice with a smile . . . tops on any Salem dial

KOCO
OREGON'S CAPITOL OUTLET
1490 kc on your dial

WE COVER THE BALTIMORE MARKET

because

WE CATER TO BALTIMORE'S MILLION

Advertiser and Listener alike are our **MUTUAL** friends

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Continental Pioneers FM Networking

Regional Hookups Less Complex Than AM Networks, and Less Costly

By EVERETT L. DILLARD
General Manager
Commercial Radio Equipment Co.

"THIS is FM, the Continental Network!"

With these words on the evening of March 26, 1947, the first demonstration program by the Continental Network was concluded. No AM station had carried the program, no AM-FM duplication was involved. Here was something new, something different—an exclusively all FM Network broadcast.

On that first broadcast, Maj. George S. Howard, conductor, and his Army Air Force Band Concert Orchestra playing from the Dept. of Interior Auditorium in Washington, had presented the first of a then planned series of seven official presentations of the AAF over this new FM network.

First Sponsor

That was seven months ago. The objective of the first broadcast was to demonstrate what FM could do. All operation was on a sustaining basis; no commercialism was planned. The Continental FM Network has since grown to 27 stations and now has its first commercial sponsor. More than 60 FM Stations, not now affiliated with Continental, have expressed in writing their desire to participate in its future operations.

Stromberg-Carlson is Continental's first advertiser. The sponsor has engaged the Rochester Civic Orchestra for its new *Treasury of Music* Continental FM Network presentation. Stanley H. Manson, manager of Advertising and Publicity of the 53-year-old Stromberg-Carlson firm, says arrangements have been made with Arthur See, executive director of the Rochester Civic Music Organization, for half-hour weekly programs. Guy F. Harrison and Dr. Paul White conduct the popular 50-piece group. The show originates from WHFM, Stromberg-Carlson owned FM outlet in Rochester and Continental FM affiliate, and is presented over the entire 27-station network. The series began Friday, Sept. 12 at 8:30 p.m. and will be heard each Friday at this time for 16 weeks until the end of the year.

But I am getting ahead of my story. Let's go back to that first broadcast on March 26.

No fanfare, no advance publicity had been released, but many surprised and delighted FM listeners who happened to tune in, heard for the first time the feeling and thrill of the musicians and singers "presence" in their own living room. One listener wrote, "I am anxious to learn more about the Continental Network about which no one I know has ever heard."

Strange it must have been to these listeners, hearing one of the finest, most realistic "live" programs ever sent out over a network of which neither they or their friends had ever heard. But to those who first conceived the idea of Continental, it was even a more unusual story. None of the participating stations, or even the management of WASH, the originating station, had known of Continental more than two weeks before this first network broadcast. The first broadcast was conceived, planned, lines ordered, and placed on the air in that short time. Prior to that, no one had ever known about Continental FM Network!

This is proof that FM networking on a regional basis is considerably less complex than a similar AM hookup—and much less costly. AM networks must depend almost entirely upon public carrier for inter-city service, while FM networks can provide much of the inter-city service themselves by the rebroadcasting of one station to the other, the member stations providing the necessary link between cities.

Then and Now

To illustrate the flexibility and practicability of these FM link circuits, a comparison between the first and the latest of Continental's broadcasts is most interesting. In March during the first broadcast only one station, WBCA Schenectady received its program by FM relay, a direct pick-up from W2XMN at Alpine.

The first network service to four stations was accomplished using about 220 miles of wire circuits, and 129 miles of radio relay. Today, five months later, 27 stations (counting W2XMN-W2XEA as one station) participate in the networking operation; 573 miles of inter-city telephone circuits are used, while the radio relay circuits traverse more than 1400 miles. Eight stations are served by wire, 19 stations by FM radio link circuits. Thus, the average distance between stations connected by FM relay links is comparable to the average distance between stations connected by common carrier.

In addition to the lower operating costs of the FM relay system, there is another and quite important feature which it provides, namely that a frequency range of 15,000 cycles/second can be handled, whereas the existing frequency limitation of readily available inter-city telephone wire circuits is topped at about 8,000 cycles.

Full 15,000-cycle inter-city wire services for most areas served by Continental have been promised in about one year after a firm order has been placed by the network. If full 15,000 cycles for inter-city wire services are eventually to be used by Continental, it is obvious that the demand therefore must be instigated by the FM stations themselves.

AMONG those who have been active in nursing FM from its swaddling clothes days, Everett Dillard has shown his faith in the medium by operating two of the early FM stations—KOZY Kansas City and WASH Washington. As developer of Continental Network he has shown that FM hookups can be set up on short notice at modest cost. Continental carried its first sponsored broadcast last Friday.

Television enjoys a peculiar competitive advantage of utilizing for its own networking operations without charge, the two-way coaxial circuits between Washington, D. C. and New York City, this operation being considered as experimental. Meanwhile, coaxial cable circuits are being rushed to completion throughout the country in anticipation of the need for television's use thereof. FM networking does not enjoy this privilege.

Inter-city 15,000-cycle circuits and quotations in connection therewith are on "an approximate" quotation basis. No tariff rates have yet been approved for the type of line circuits which will permit FM stations to operate with the full fidelity of which FM is capable.

Improvement Noted

While 8,000 cycles is not quite double the frequency range of the ordinary 4,500-cycle network line, the vast improvement of quality transmitted has been noticed and commented upon by all who have heard Continental's programs. There is reason to believe that eventually extending the frequency range to 15,000 cycles will further noticeably improve the quality of the broadcast.

Although Continental is the first postwar FM networking opera-

(*Continued on page 64*)

K S W I

Building Hooper, Making Sales With

News—Sports—Special Events
and
Good Music

More Market Coverage than all Omaha Stations Combined

Council Bluffs **OMAHA** South Omaha

KSWI-FM

Iowa's First Full-Time Commercial Station

Interim Operation 17,000 Watts ERP
Granted 1113′ Tower 400,000 Watts ERP

NONPAREIL BROADCASTING COMPANY

Wm. E. Ware, Gen. Mgr. | Iowa Tall Corn Network | Represented by Taylor-Howe-Snowden

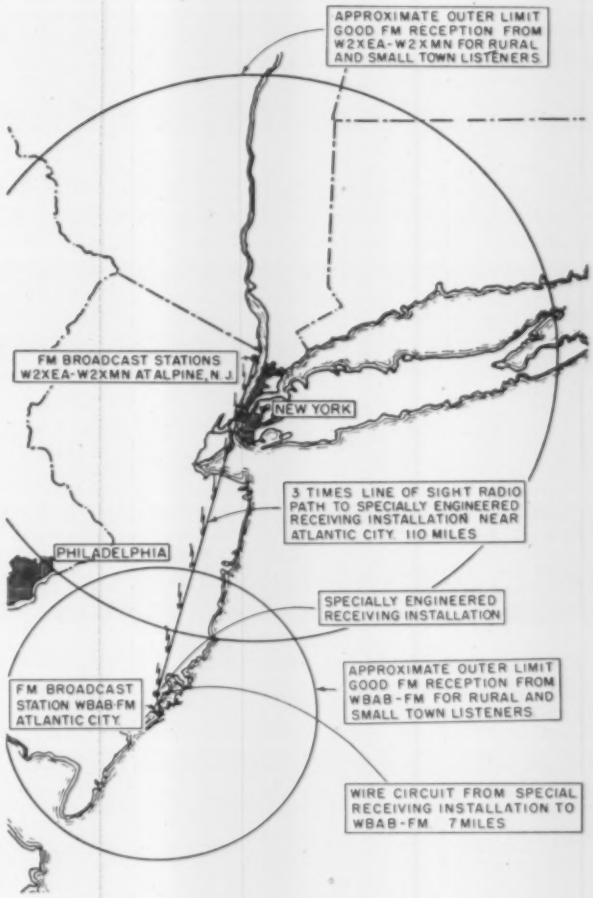
FM PROVIDES THE ANSWER TO THE BROADCASTERS NEED FOR ADEQUATE RELIABLE DAY AND NIGHT COVERAGE

One year ago Jansky & Bailey in its message to the industry stated:

1. FM broadcast stations can deliver high grade noise and interference free service which will be the same day and night over areas of substantial size. (It is *not* true that FM is limited to line of sight coverage)

2. FM offers the opportunity to cover areas of any size on a network basis by interconnecting a number of transmitters through direct reception.

The Above Facts Have Now Been Amply Demonstrated


APPROXIMATE OUTER LIMIT GOOD FM RECEPTION FROM W2XEA-W2XMN FOR RURAL AND SMALL TOWN LISTENERS
FM BROADCAST STATIONS W2XEA-W2XMN AT ALPINE, N. J.
NEW YORK
3 TIMES LINE OF SIGHT RADIO PATH TO SPECIALLY ENGINEERED RECEIVING INSTALLATION NEAR ATLANTIC CITY 110 MILES
PHILADELPHIA
SPECIALLY ENGINEERED RECEIVING INSTALLATION
APPROXIMATE OUTER LIMIT GOOD FM RECEPTION FROM WBAB-FM FOR RURAL AND SMALL TOWN LISTENERS
FM BROADCAST STATION WBAB-FM ATLANTIC CITY
WIRE CIRCUIT FROM SPECIAL RECEIVING INSTALLATION TO WBAB-FM 7 MILES

On behalf of the United States Delegation at the International Telecommunications Conferences, Jansky & Bailey recently engineered the interconnection by direct reception of W2XEA and W2XMN, Alpine, N. J. with WBAB-FM, Atlantic City, to demonstrate to the delegates from the 71 nations attending the conferences the potentialities of FM for large area, interference and noise free coverage.

Careful engineering backed by adequate experience is necessary to obtain satisfactory results either from single FM installations or from network operations involving the interconnection of stations by direct reception.

★ ★ ★

JANSKY & BAILEY Engineering Service in FM is based upon extensive study carried on since 1937 through experimental FM station operation and laboratory and field research.

JANSKY & BAILEY

Consulting Radio Engineers

National Press Building,
Washington 4, D. C.

1339 Wisconsin Avenue, N. W.,
Washington7, D. C.

Fulton Lewis, jr.

Local buy makes good salesman

Fulton Lewis, jr., the co-op program sold locally, has national prestige to back up its selling wallop. Currently sponsored on 288 stations from coast to coast, Fulton Lewis, jr. is a salesman *par excellence* for products as diversified as radio itself.

Let this outstanding local "buy" go to work for you. He's ready to take on a few selected lines in communities where he's not already sponsored. Investigate now—wire or write

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Continental

(*Continued from page 62*)

tion on a large scale regional basis, other FM networking experiments preceded it before the war.

Historic dates in FM networking prior to Continental were these:

Oct. 16, 1938—First known FM relay test on an organized basis. W2AG, owned by FM pioneer C. R. Runyon Jr., at Yonkers, N. Y., broadcast a program on 117 mc. This was picked up and rebroadcast by W2XMN on 42.8 mc. from where in turn it was transmitted to FM station 1XPG on Meriden Mountain, Conn.; then to Paxton, Mass., and to Boston, from where it was returned to Yonkers by wire lines, to complete the circuit.

Dec. 31, 1939—W2AG originated a program ringing in the New Year at Yonkers, which program was in turn relayed via Alpine, to Meriden Mountain (Hartford), then to Paxton, and from Paxton to Mt. Washington in New Hampshire.

Fall of 1941—From this date to the beginning of the war, W2XMN proved the reliability of FM networking by picking up the signal of the Paxton transmitter and rebroadcasting daily at noon the Yankee Network program of organ music. This continued without a single failure until the war ended these demonstrations. The Paxton signal was received on a hilltop site 40 miles from Alpine, and relayed to Alpine by FM on 156 mc.

March 3, 1942—From this date thru to May 29, 1943, the Frazer Hunt news broadcasts were carried by the American Network (FM) each Tuesday, Thursday, and Saturday, the broadcasts sponsored by General Electric Co. This program originated at WGYN New York, and was transmitted to and relayed from W2XMN Alpine, to the two Schenectady FM stations, WBCA and WGFM, to WFIL-FM and to WDRC-FM Hartford. The Hartford signal was received by Paxton, WGTR and in turn relayed to the Mt. Washington transmitter, WMNE, and relayed by that station to its own audience. (Call letters given are current call letters of these participating stations—not original call letters: W71NY, W63PH, etc.)

Others to Come

The growth of the Continental FM Network is evidence that many and similar FM regional networks can be developed rapidly throughout the nation. Four stations carried the first Continental program: WASH Washington, D. C. (originating station); W2XMN-W2XEA Alpine, N. J.; WITH-FM Baltimore, and WBCA Schenectady. In six months of operation Continental has expanded to a total of 27 stations in a network operation extending from Washington, D. C. to upper New Hampshire and from New York City to Niagara Falls. As of Sept. 12, the following stations were affiliated with Continental:

Stations taking service by wire lines:
WASH, Washington (Key)
WFIL-FM, Philadelphia
W2XMN-W2XEA, Alpine, N. J. (New York City)
WNBF-FM, Binghamton, N. Y.
WSYR-FM, Syracuse
WHFM, Rochester
WBEN-FM, Buffalo
WHLD, Niagara Falls
Stations taking service by FM Radio Relay:
WWHG, Hornell, N. Y. (from either WHFM or WKNP)
WKNP, Corning, N. Y. (from either WWHG or WNBF-FM)

(*Continued on page 270*)

TOWERS DESIGNED TO YOUR ADVANTAGE

AM—FM—TELEVISION

OUTSTANDING FEATURES:

(1) Guyed-3-Legged-Tubular Structure Rigid-frame Type

(2) All-Welded Construction

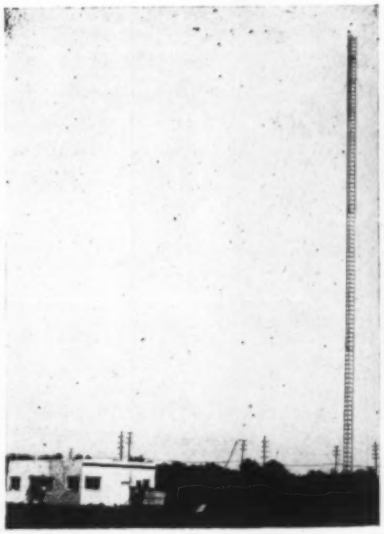
(3) Aerodynamically Clean

(4) Designed to RMA Specifications

(5) Natural Cage Ladder

(6) Low Maintenance

(7) Prompt Service



DELIVERY: 30-60 DAYS

STAINLESS, Inc.

50 Church Street New York City

(FORMERLY STAINLESS ENGINEERS)

Sarnoff Urges UN Global Broadcasts

Calls Freedom to Listen Vital to Maintenance Of World Peace

ESTABLISHMENT of a world-wide broadcasting system by the United Nations as a means of insuring freedom of communications was urged last week by Brig. Gen. David Sarnoff, president and chairman of the board of RCA.

Gen. Sarnoff, speaking in Chicago before the U. S. National Commission for UNESCO, asserted that the "freedom to listen" is "vital to the maintenance of world peace."

He noted that despite the end of the fighting war, mankind is still engaged in another struggle —the battle for the minds of men.

"Forces of totalitarianism and aggression still are attempting to mislead the masses," he said. "Fully aware of the power of radio, they are using it to spread propaganda that runs contrary to peace, freedom and democracy."

To counteract the effects of such perversion of radio, Gen. Sarnoff said, an application throughout the world of the American concept of broadcasting is needed. "Our purpose in fostering international broadcasting," he declared, "is to help make the spectrum of radio truly a spectrum of peace."

How may the UN attract listeners to free radio even in the dark places of the world? Gen. Sarnoff said the answer to this is simple.

"Powerful shortwave transmitters at strategic points around the globe will make it easy for people everywhere to receive strong, clear broadcasts of programs aimed to captivate their interest and to win and hold their confidence," he said.

Financing Secondary

Financing of such a project, he indicated, is not of primary consideration.

"If the principle is right, and if the job needs to be done," he said, "it seems to me that the cost is relatively unimportant. Even if the cost of operating such a world-wide system should prove to be as much as $50,000,000 a year, that figure is far less than the cost of one modern battleship; it is a mere fraction of what a single nation spends yearly for its armament; it is less than one-fifth the amount that was spent on fighting in a single day during the last World War."

Only in countries where freedoms are permitted "is there reasonable hope that hidden violations will not occur," he said.

"The beacon of freedom which shines through a free press and free radio in democratic nations is assurance to the world that there an active opposition exists ready to ferret out what a treacherous government may seek to hide. International inspection could count upon the cooperation of the honest citizenry of these countries," he said.

"Not so with nations darkened by the blight of fearful police power over every expression of public opinion. There, honest men on the pain of imprisonment or death must become unwilling allies to the treachery of their own governments."

Says UN Should Speak Out

"It behooves the United Nations to speak out in all tongues, clear enough to be heard on land and sea, on deserts, farms and steppes. Its broadcasts should carry not only information and news, but entertainment and melody as well, for music is a universal language."

Gen. Sarnoff also urged the United States "to do more—much more—than it is doing now" in transmitting shortwave broadcasts internationally.

"In my view," he said, "the maintenance of international shortwave broadcasting from the United States is as important today as it was at any time during the war. It is just as esssential in the case of broadcasts to friendly, democratic nations as to those whose governments may be unfriendly and undemocratic."

Deploring the curtailment of the U. S. State Dept.'s shortwave broadcasting because of reduction of funds, Gen. Sarnoff said that "our prestige as a defender of truth must be expanded—not curtailed."

The RCA chief executive called for cooperation between private enterprise and the U. S. government "in the national interest" to conduct international broadcasting.

Freedom to Look

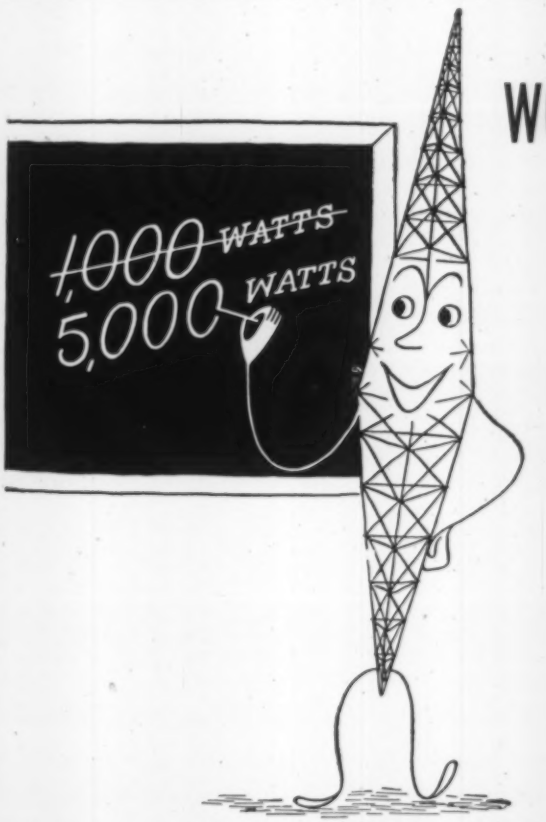
In addition to the principle of "freedom to listen," said Gen. Sarnoff, there must also be established a new principle—the "freedom to look."

Television on an international basis "is nearer than most people may realize," he said. The scientific principles and means for world-wide television are already known, he said. "No technical problem is involved that money cannot solve."

TO UNVEIL ULTRAFAX
RCA Planning Demonstration In Capital—Sarnoff

ULTRAFAX, the new RCA communications system reported to be capable of transmitting a million words a minute, will be revealed at a Washington, D. C., demonstration next month, Brig. Gen. David Sarnoff, president and chairman of the board of RCA, said last week [CLOSED CIRCUIT, Sept. 8].

In an address before the U. S. National Commission for UNESCO at Chicago, Gen. Sarnoff said that Ultrafax is "essentially a radio mail system" combining the principles of radio and television.



we got a raise!

Can't keep it a secret, either. The Federal Communications Commission has just raised our authorized power from 1,000 to 5,000 watts—a five-fold jump!

That means a lot of things. First, of course, WTRY will be louder and better than ever in the 13 busy counties we already serve (plus a few new ones). Then, in each of the three key cities of Albany, Troy and Schenectady, the WTRY signal will top a whopping 25 millivolts. (As any radio engineer can tell you, that's practically hurricane strength!)

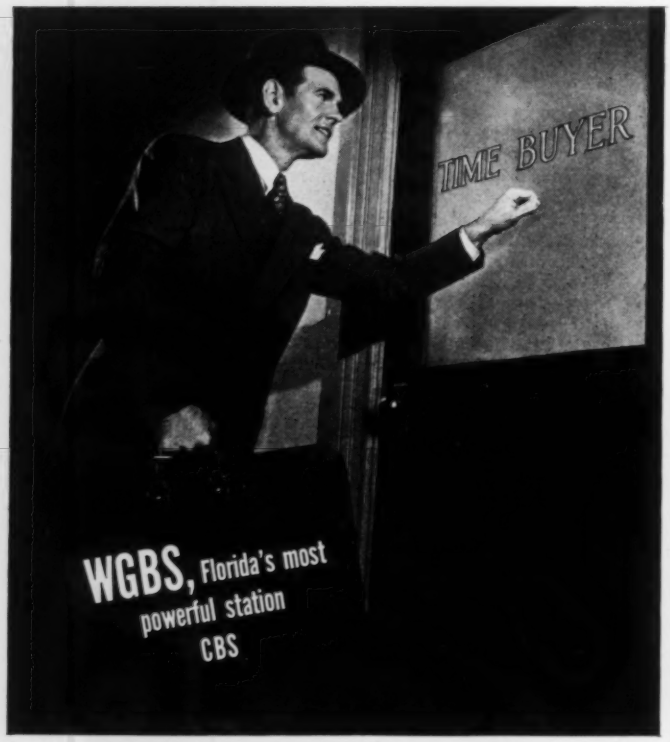
We're proceeding apace with the new installation. Meanwhile, we invite advertisers to ponder the *new* WTRY that can carry their sales messages so loudly and well into an area where folks spent over a billion dollars last year.

Get your share of those dollars. All you need is WTRY and its shiny new 5,000 watts.

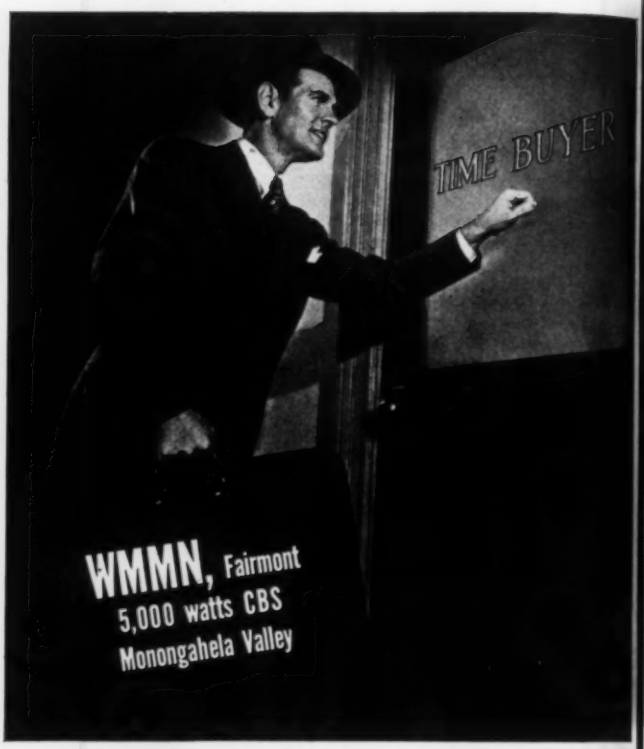
Albany-Troy-Schenectady
980 kilocycles
Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder Stations are WSYR, Syracuse and WELI, New Haven

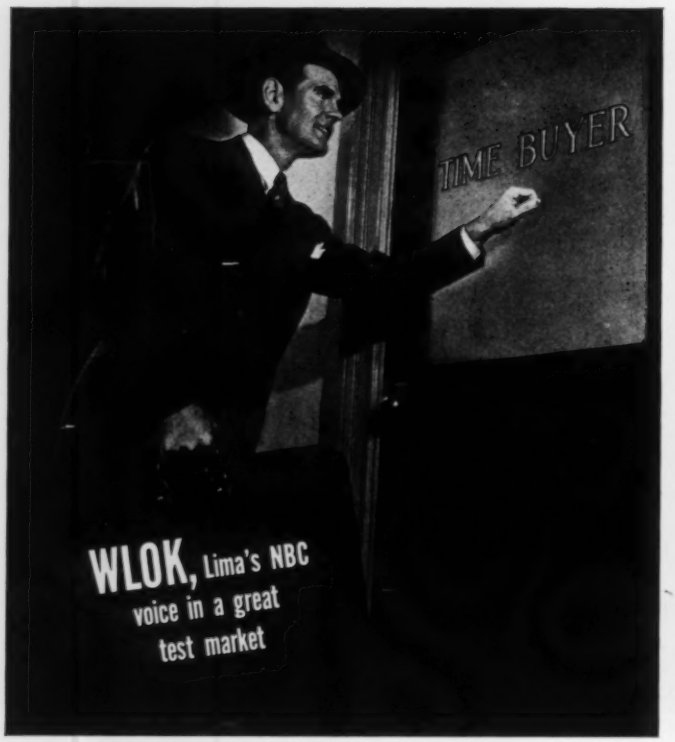
knock! knock! ..



WGBS, Florida's most powerful station CBS



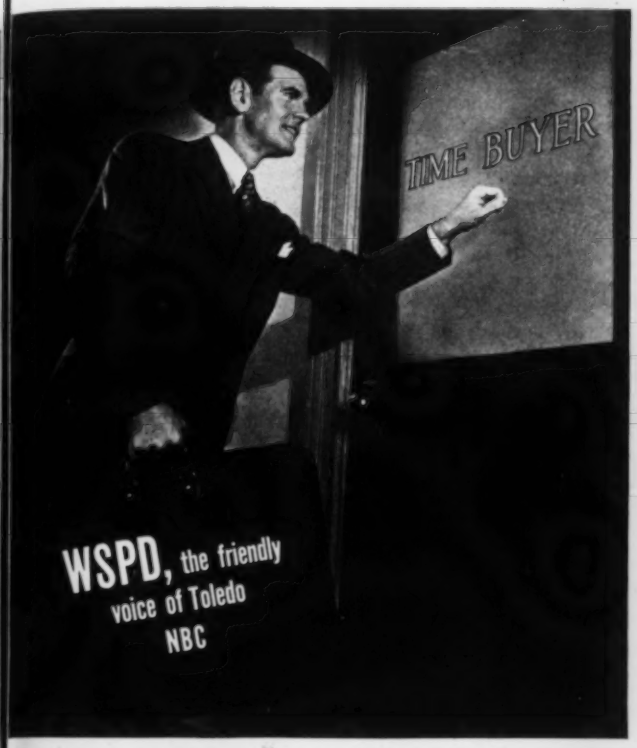
WMMN, Fairmont 5,000 watts CBS Monongahela Valley

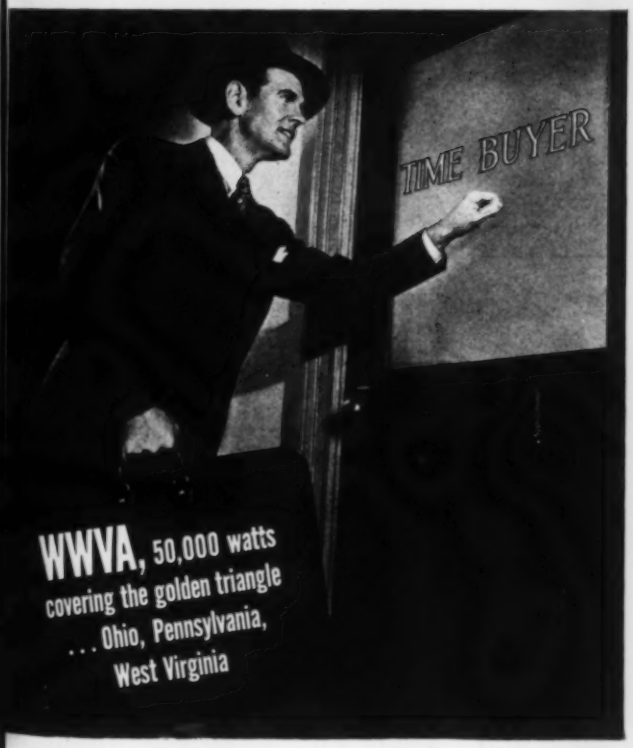


WLOK, Lima's NBC voice in a great test market

WJBK, Detroit, in America's 4th market

. . . who's there?





Alert time buyers open the door to Fort Industry Co. representatives

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WJBK, Detroit, Mich. • WAGA, Atlanta, Ga. WGBS, Miami, Fla.

All-Time High in Time Sales Forecast

Network Billings Recovering; National Spot Increase Seen

By BRUCE ROBERTSON

REFLECTING the tempo of all American industry, which is operating at a dollar-volume rate even in excess of the wartime years, American broadcasting, supported by the advertising dollars of American industry, also seems sure to hit a new all-time high for the year.

The four national networks in August reported a combined total of 216 hours and 15 minutes of commercial time firmly ordered for fall, an amount which is already too low as several additional commercial contracts have been announced between the time the network data were compiled and Labor Day. Even the August figure is, however, more than 6% above the 203 hours and 5 minutes of last fall's commercial network time, an increase more than enough to offset the network business rate for the first six months of the year which, if projected to the end of 1947 without change, would give a total of 1.6% below that of 1946. So, it seems reasonably safe to predict that network billings will hit a new all-time high in 1947.

Spot Soaring

Similarly, national spot advertising has recovered from its early summer decline to the extent that station representatives are predicting fall billings some 15% ahead of last year's, insuring for this field a total for the year well above that rung up in 1946. The extent of local business is harder to estimate accurately, but judging by local sponsorship of the network co-op shows, this field, too, is headed for a new peak this year.

Backing up this optimistic radio picture is a national economy operating at a rate heretofore unknown. Government statistics show that American manufacturers sold $81,300,000,000 worth of goods in the first six months of 1947, 44% ahead of the like period of 1946. If this rate continues through the remainder of the year, the Dept. of Commerce said in reporting it, the year's total sales will be "well in excess of the wartime peak."

Annual Rate

When services as well as material goods are included, the gross national output for the second quarter of 1947 hit an annual rate of $226,000,000,000. The nation's annual income totaled $169,000,000,000 in 1946, or $1,200 per capita, more than twice the 1940 average. By June of 1947 the nation's total income had risen to an annual rate of $193,000,000,000. The Dept. of Commerce pointed out, however, that "to a considerable extent, higher postwar prices account for the new high dollar volume," with physical volume below the wartime peak although far above prewar levels. And the high income figures are to some extent offset by rising living costs, which the Bureau of Labor Statistics reported have jumped an average of 20.7% in the 15 months ending June 15, 1947, in 34 U. S. cities.

Good Times or Bad?

What lies ahead, a disastrous spiral or mounting prices and wages, an equally fatal depression with the bottom falling out of both wages and prices, or a reasonable prosperity? Encouraging answers to those basic questions, affecting the broadcasting industry no less than other American business, come from two recent surveys.

A study of consumer finances, made by the Federal Reserve Board and reported in the U. S. Chamber of Commerce's Advertising News Letter for August, showed 55% of the families anticipating good times ahead (a 57% increase over the 35% of families who thought the same way in 1946, when 36% expected bad times, foreseen by only 22% of the families this year). Two-thirds of the families thought their own incomes would be the same (42%) or larger (26%), with only 12% expecting decreased incomes and 18% stating "it depends." Two-thirds also believed that prices will stay the same (22%) or go down (46%), with only 13% foreseeing further price increases.

The business men polled by *Fortune* in its Executive Forecast survey "predict a mild economic down-trend for the nation as a whole by the end of the year," Elmo Roper, conductor of the *Fortune* poll, reported Aug. 21 in his column in the *New York Herald-Tribune*. Of these business men, 62% thought the cost of living would decline moderately by the end of the year and 26% foresaw no appreciable change. Reporting on their own plans, they stated that prices would not change appreciably (64%) or would decrease (26%), with less than 10% planning increased prices. On the cost of the materials they buy, 49% believed there would be no appreciable change; 32% predicted a decrease and 18% thought they would have to pay more. There was almost unanimous agreement among these business executives, however, that their labor costs would not be cut, 48% foreseeing no marked change and 49% looking for further increases.

Export Trend

Backing up these encouraging views of the American families who buy the products advertised on the air and of the American business leaders who control the extent of that advertising, the business survey committee of the National Assn. of Purchasing Agents reported Aug. 30 that rises in coal and steel prices have not resulted in any general inflation as had been feared in some quarters. The majority of companies reporting (60%) showed no change from the previous high level of production, with reports of increases outnumbering decreases two to one. The report contained a warning, however, that declines in exports could change the domestic situation sharply in a few months.

This view on exports is not shared, however, by Ewan Clague, director of the Bureau of Labor Statistics of the U. S. Labor Dept. Reporting no signs of a depression or even a recession on the business horizon, Mr. Clague told a news conference Aug. 20 that even if exports were to fall off "drastically" there would still be a large enough domestic demand to take up the slack. With em-

(*Continued on page 70*)

BREAKDOWN and analysis of the 24 product groups will be found on the following pages:

Automotive & Accessories	73	Office Equipment	94
Building Materials	73	Paints, Hardware	94
Tobacco	74	Radio, Phonograph	94
Clothing, Dry Goods	76	Schools, Correspondence	98
Confectionery, Soft Drinks	78	Shoes, Leather Goods	98
Drugs, Toilet Goods	80	Laundry Soap, Housekeeping Supplies	98
Financial and Insurance	86	Sporting Goods	100
Food & Food Beverages	86	Stationery, Publishers	100
Garden and Field	88	Travel, Hotels	102
House Furniture, Furnishings	90	Wine, Beer, Liquor	102
Jewelry and Silverware	90	Miscellaneous	105
Lubricants, Fuel, Etc.	92		
Machinery, Farm Equipment, Etc.	94		

Network Gross Billings by Product Groups

Product Group	Jan.-June 1947 Gross Billing	%	Full Year 1946 Gross Billing	%	1937 Gross Billing	%
1. Automotive and Accessories	$3,712,370	3.9	$8,888,330	4.6	$11,156,155	16.2
2. Building Materials	1,379,168	1.5	2,502,087	1.5	.....	.....
3. Cigars, Cigarettes and Tobaccos	8,183,981	8.6	15,728,205	8.1	6,788,148	9.8
4. Clothing and Drygoods	408,231	0.4	1,423,828	0.7	299,695	0.4
5. Confectionery and Soft Drinks	2,574,423	2.7	7,646,051	3.9	1,638,094	2.4
6. Drugs and Toilet Goods	28,642,888	30.2	61,307,188	31.8	18,478,810	26.8
7. Financial and Insurance	2,754,722	2.9	4,221,743	2.2	850,342	1.2
8. Foods and Food Beverages	22,098,087	23.3	42,834,713	22.3	17,770,260	25.8
9. Garden and Field	196,282	0.2	107,520	2.6	.....	.....
10. House Furniture and Furnishings	2,310,056	2.4	5,068,411	2.6	1,298,331	1.9
11. Jewelry and Silverware	538,946	0.6	1,214,058	0.6	.....	.....
12. Lubricants, Fuel, etc.	3,057,768	3.2	6,722,715	3.4	.....	.....
13. Machinery, Farm Equipment, etc.	211,916	0.2	961,074	0.5	.....	.....
14. Office Equipment	.....	.....	.....	.....	.....	.....
15. Paints and Hardware	60,759	0.1	57,383	0.0	.....	.....
16. Radios and Phonographs	910,337	1.0	1,196,238	0.6	2,178,859	3.2
17. Schools and Correspondence Courses	.....	.....	.....	.....	.....	.....
18. Shoes and Leather Goods	223,624	0.2	328,590	0.2	.....	.....
19. Laundry Soap, Housekeeping Supplies	10,063,332	10.6	17,550,163	9.0	6,110,787	8.8
20. Sporting Goods	38,244	4.0	70,540	3.2	.....	.....
21. Stationery and Publishers	3,827,316	4.0	6,277,696	3.2	.....	.....
22. Travel and Hotels	118,326	0.1	126,459	0.0	.....	.....
23. Wines, Beers and Liquors	1,141,437	1.2	2,362,107	1.4	.....	.....
24. Miscellaneous	2,515,932	2.7	6,414,570	3.4	2,402,659	3.5
Total	$94,958,145	100.0%	$193,009,599	100.0%	$68,972,140	100.0%

(Source: Publishers' Information Bureau)

WAKR

TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

For The Facts Call

WEED & CO.

National Representatives

WHOLESALERS' SALES JAN.-JUNE, 1947

(Source: U. S. Dept. of Commerce)

Kind of Business	Number of Firms Reporting Sales	Percent Change from Jan.-June, 1946	Sales Jan.-June 1947 (Add 000)
Automotive Supplies	210	+ 13	$99,143
Chemicals (Industrial)	13	+ 34	10,498
Paints and Varnishes	23	+ 50	40,059
Clothing and Furnishings, except Shoes	31	+ 19	27,840
Shoes and Other Footwear	28	+ 21	137,669
Drugs and Sundries (liquor excluded)	149	+ 6	228,207
Dry Goods	77	0	125,638
Coal	9	+ 46	27,999
Total Electrical Group	620	+110	551,878
Full-line	378	+119	452,499
Wiring Supplies, Construction Materials Distributors	142	+ 49	39,083
Appliances and Specialties	100	+100	60,296
Dairy and Poultry Products	23	+ 38	30,849
Fresh Fruits and Vegetables	69	- 1	43,242
Farm Supplies	17	+ 25	29,886
Furniture and House Furnishings	44	+ 39	69,552
Refrigeration, Eqpt., Parts (Commercial)	33	(c)	(c)
Groceries	528	+ 7	588,566
Full-line Wholesalers (a)	294	+ 7	281,169
Voluntary-group Wholesalers	118	+ 6	189,887
Retailer-cooperative Warehouses	19	+ 7	36,788
Specialty Lines	97	+ 5	80,722
Confectionery	54	+ 10	13,137
Meat and Meat Products	41	+ 77	195,251
Beer	46	+ 12	11,626
Wines and Liquors	21	- 22	57,113
Liquor Department of other Trades (b)	46	- 33	48,260
Total Hardware Group	241	+ 34	377,727
General Hardware	116	+ 33	279,881
Industrial Supplies	60	+ 32	62,676
Plumbing and Heating Supplies	65	+ 45	35,170
Jewelry	126	- 22	16,615
Optical Goods	16	- 4	1,563
Lumber and Building Materials	59	+ 58	54,117
Machinery, Eqpt., and Supplies, except Electrical	45	+ 33	34,940
Surgical, Medical, Eqpt. Supplies	18	+ 30	13,272
Metals	18	+ 16	24,485
Paper and Its Products	67	+ 22	56,517
Petroleum	26	+ 18	5,486
Tobacco Products	269	+ 6	199,857
Leather and Shoe Findings	36	- 6	4,264
Miscellaneous	14	- 1	14,050

(a) Not affiliated with voluntary or cooperative groups.
(b) Chiefly of the Wholesale Drug Trade.
(c) Not available.

All-Time High

(*Continued from page 68*)

ployment topping 60,000,000 in both June and July, Mr. Clague declared that he saw no weakness in the overall picture. "Nothing looks startling," he stated, and I don't see anything that will topple us over."

Business has been good and, on the evidence of the experts, it is going to continue to be good, for radio as well as generally. An added bit of good news for radio is contained in the 33-basic-foods index of A. C. Nielsen Co., which shows the turnover of nationally advertised foods to be 52% more rapid than that of "all others." With food advertising accounting for nearly a quarter of all network business, that's important.

In the following pages are individual reports on the various types of advertising on the air, reviewing the recent radio history of typical advertisers in each group and gauging their probable future use of radio advertising. These estimates are based in part on the empirical evidence of orders for time already on the books and in part on the industry outlook as reported by the various industry associations that are in the best position to give overall reports on the prevailing business conditions and advertising activities of each group.

WKDA

1240 KC

WKDA is First in Nashville

SHARE OF AUDIENCE

WKDA	B	C	D
33.0	27.3	20.2	19.4

HOOPER STATION LISTENING INDEX
(from the June-July, 1947 Report)
Total coincidental calls this period, 15,216

TIME	SETS IN USE	WKDA	B	C	D
Weekday Morning Mon. thru Fri. 8:00 A.M.—12:00 N.	16.6	32.2	20.7	25.6	21.5
Weekday Afternoon Mon. thru Fri. 12:00 N.—6:00 P.M.	17.0	25.0	36.0	19.7	19.3
Evening Sun. thru Sat. 6:00 P.M.—10:00 P.M.	22.3	38.9	24.6	17.5	18.8
Sunday Afternoon 12:00 N.—6:00 P.M.	18.8	39.5	22.4	21.6	16.5
Total Rated Time Periods	18.8	33.0	27.3	20.2	19.4

MUSIC - NEWS - SPORTS

NASHVILLE

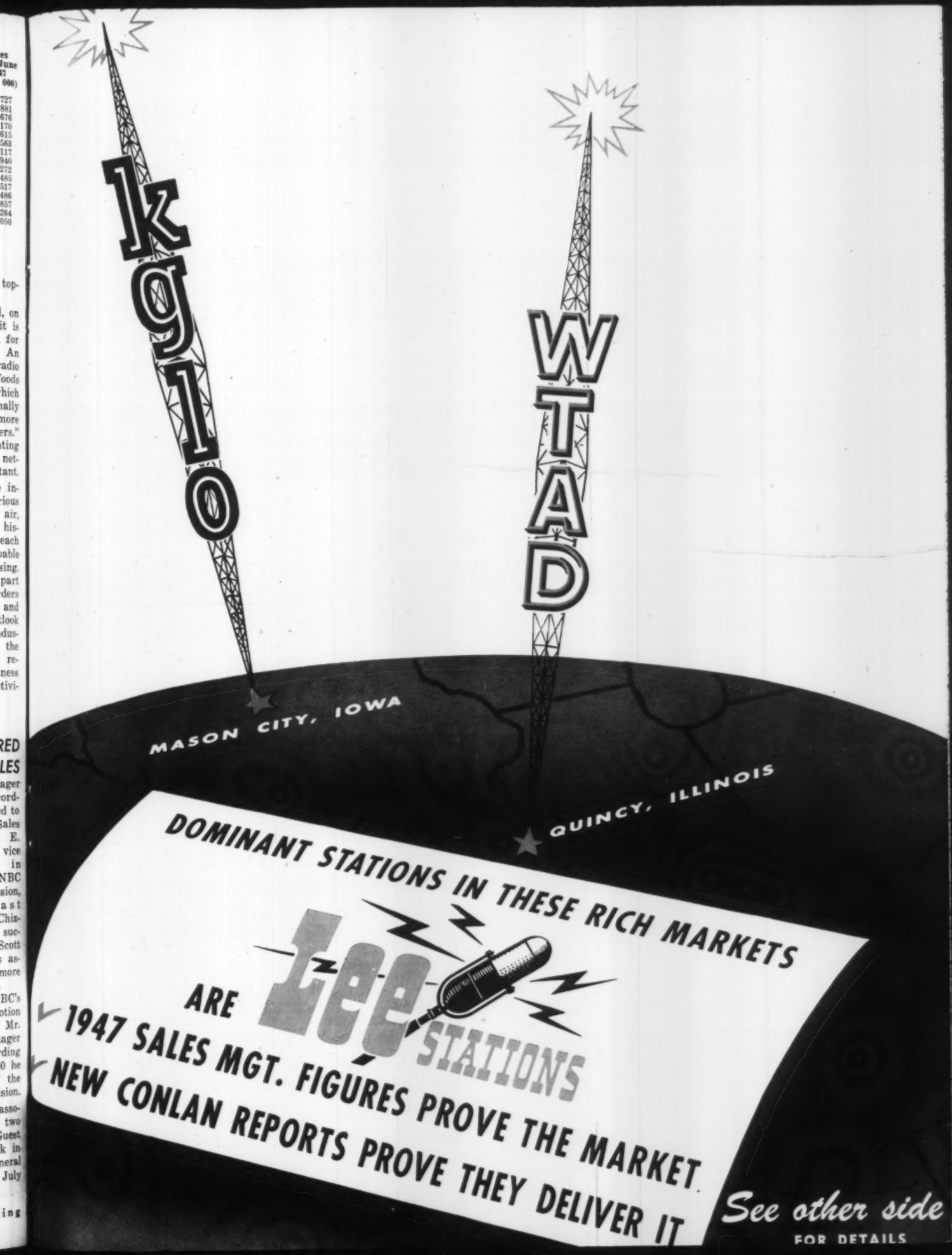
CHIZZINI TRANSFERRED BY NBC TO N. Y. SALES

FRANK E. CHIZZINI, manager of NBC's Chicago Radio Recording Division, has been promoted to the network's New York Sales Dept. effective Oct. 15, I. E. Showerman, vice president in charge of NBC Central Division, announced last week. Mr. Chizzini will be succeeded by Scott E. Keck, his assistant for more than a year.

Mr. Chizzini

Joining NBC's Sales Promotion Dept. in New York in 1934 Mr. Chizzini became assistant manager of the New York Radio Recording Division a year later. In 1940 he assumed the managership of the Chicago Radio Recording Division.

Mr. Keck, who has been associated with the division for two years, joined the network's Guest Relations Dept. in New York in 1942. He was appointed general assistant to Mr. Chizzini in July 1946.


k9 10
WTAD
MASON CITY, IOWA
QUINCY, ILLINOIS
DOMINANT STATIONS IN THESE RICH MARKETS
ARE Lee STATIONS
1947 SALES MGT. FIGURES PROVE THE MARKET
NEW CONLAN REPORTS PROVE THEY DELIVER IT
See other side
FOR DETAILS

Yes Sir! THESE ARE RICH MARKETS — SALES MANAGEMENT'S 1947 SURVEY OF BUYING POWER PROVES IT!

QUINCY MARKET *

RETAIL SALES 1946	$339,549,000.00	UP 47%	Over 1945
FOOD SALES 1946	72,944,000.00	UP 14%	Over 1945
GENERAL MERCHANDISE SALES 1946	36,616,000.00	UP 38%	Over 1945
DRUG SALES 1946	10,627,000.00	UP 20%	Over 1945
EFFECTIVE BUYING INCOME 1946	505,372,000.00	UP 11%	Over 1945

MASON CITY MARKET *

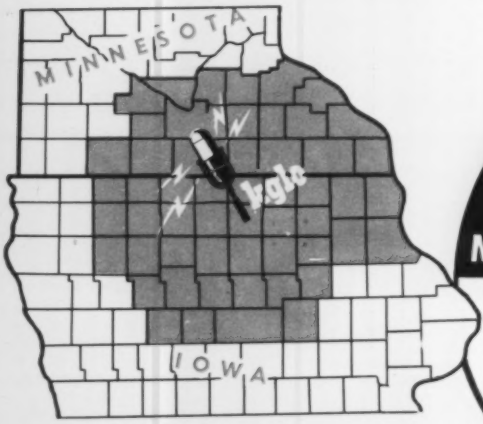
RETAIL SALES 1946	$402,597,000.00	UP 31%	Over 1945
FOOD SALES 1946	82,967,000.00	UP 34%	Over 1945
GENERAL MERCHANDISE SALES 1946	30,400,000.00	UP 56%	Over 1945
DRUG SALES 1946	12,985,000.00	UP 49%	Over 1945
EFFECTIVE BUYING INCOME 1946	478,136,000.00	UP 2%	Over 1945

* Based on BMB Daytime Audience Survey Study No. 1 — March 1946

Summary of CONLAN SURVEY

KGLO	Morning Periods	Afternoon Periods	Evening Periods	ENTIRE SURVEY
BASIC CALLS	1,992	3,452	2,599	8,043
LISTENING HOMES	401	702	844	1,947
PERCENT OF POTENTIAL AUDIENCE	20.1%	20.3%	32.5%	24.2%
DISTRIBUTION OF LISTENING AMONG STATIONS				
KGLO	67.3%	62.2%	62.5%	63.4%
STATION "A"	24.2	28.2	28.8	27.6
Other Stations	8.5	9.6	8.7	9.0

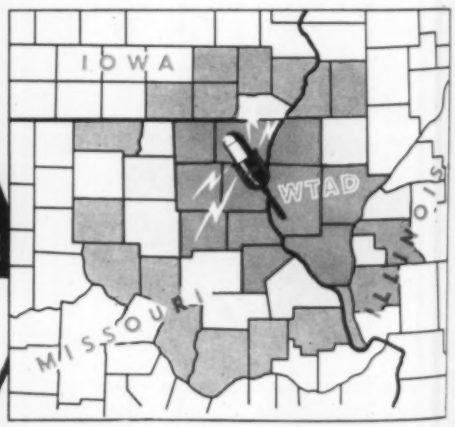
WTAD	Morning Periods	Afternoon Periods	Evening Periods	ENTIRE SURVEY
BASIC CALLS	2,069	3,695	2,623	8,387
LISTENING HOMES	379	712	863	1,954
PERCENT OF POTENTIAL AUDIENCE	18.3%	19.3%	32.9%	23.3%
DISTRIBUTION OF LISTENING AMONG STATIONS				
WTAD	76.5%	72.9%	71.2%	72.9%
STATION "A"	3.2	3.9	3.4	3.5
STATION "B"	1.6	2.4	2.4	2.3
STATION "C"	5.8	6.6	1.2	4.0
STATION "D"	2.4	2.2	2.6	2.4
STATION "E"	2.6	4.4	8.7	5.9
Other Stations	7.9	7.6	10.5	9.0



Be Sure

THE DOMINANT STATIONS IN THESE RICH FARM - TOWN MARKETS ARE ON YOUR SCHEDULE

You can reach a greater number of potential buyers over KGLO and WTAD in their areas than over all other stations combined. With dominant coverage of both rural and urban areas these stations are ideal for TESTING. Get details from Walter J. Rothschild, National Sales Manager, WTAD, Quincy, Illinois, or call your Weed & Company office.



kglo MASON CITY, IOWA 1300 K.C., 5000 WATTS CBS AFFILIATE

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

Represented by WEED & COMPANY, New York, Chicago, Detroit, Boston, Atlanta, Hollywood, San Francisco.

WTAD QUINCY, ILLINOIS 930 K.C., 1,000 WATTS CBS AFFILIATE

COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region.

I—Radio Advertising of Automobiles Gaining

"PRODUCTION and distribution of new passenger cars continues to reflect the effects of the war and the economic maladjustments following that conflict," George Romney, managing director of the Automobile Manufacturers Assn., stated in a special report to BROADCASTING on the automotive situation, which pointed out that material shortages and labor difficulties had kept passenger car production in the past two years at about half its prewar level.

These same adverse conditions have had a like effect on the radio advertising of the automotive industry. In 1937 makes of autos, tires and other accessories spent more than $11,000,000 for network time. Last year's total was $8,888,330 and if 1947 continues at the rate set in the first half the automotive total for network time will be around $7,500,000, about 85% of the 1946 figure.

Ford Goes Ahead

But as summer ended there were indications that 1947 might wind up more nearly on a parity with 1946. Despite a serious strike, Ford Motor Co. was going ahead with its plans for adding in early October a new 60-minute Sunday evening dramatic series on NBC to its present Meredith Willson Wednesday night half-hour on CBS. Chrysler Corp., long absent from radio after having made airwaves history with its long-term sponsorship of Major Bowes and his dauntless amateurs, is coming back this fall with a 30-minute Sunday night dramatic series, *Christopher Wells*, in the interests of De Soto cars.

These additions to the network automotive schedules should offset the decision of U. S. Rubber Co. not to resume sponsorship of the CBS Sunday afternoon hour-and-a-half New York Philharmonic Symphony Orchestra broadcasts, which it carried as an institutional campaign during the war years. Future U. S. Rubber radio plans are uncertain but they will doubtless be aimed at direct product sales rather than company prestige. The company will continue its television activities this fall.

General Motors, which sponsored the NBC Symphony Orchestra for a Sunday afternoon hour on that network during the war, gave up that program last year. GM, however, has continued its institutional sponsorship of Henry J. Taylor's twice-weekly reports on the state of the nation, broadcast on Mutual since 1945, despite summer shutdowns forced by a lack of steel.

The institutional approach to radio has been typical of the automotive industry through the years, with such programs as du Pont's *Cavalcade of America*, veteran NBC Monday nighter, still operating in that tradition. Goodyear Tire & Rubber Co. carried this trend to the ultimate by limiting to mere sponsor identification its commercials on *The Greatest Story Ever Told*, dramatization of the Bible which the company sponsors early Sunday evenings on ABC.

Ford, however, is frankly using radio to sell Ford cars and Ford service, both on its network program and on the spot campaign which during the spring was on as many as 250 stations at its peak. The slogans "There's a Ford in Your Future" and "Take Your Ford Back Home" (to the Ford dealer who has been trained to give it the best service, so the copy reads) have also been plugged on the company's extensive (for these days) television campaign, comprising sports telecasts in New York, Chicago, Detroit, St. Louis and Los Angeles, into which the commercials are inserted on films.

Another intensive radio sales drive has been launched by Kaiser-Frazer Corp., which in mid-summer began using three announcements five days a week on more than 225 stations, including every 50 kw transmitter in the land except WTIC Hartford, which had no time available.

An increase of 10% to 20% in orders at K-F distributors was reported one month after the inception of the radio drive, for which company is spending about $100,000 a month. At first, morning spots were used, but agency Swaney, Drake & Bement, is now dropping these wherever possible in favor of 6-11 p.m.

Direct Selling

Electric Auto-Lite also goes in for direct selling on its CBS series starring Dick Haymes, who has just returned to the air after a summer layoff when the company sponsored a comedy-drama series in his Thursday night period. International Harvester's Sunday afternoon *Harvest of Stars* is something of a mixture of direct selling and institutional, as is *The Voice of Firestone*, a steady Monday evening tenant of NBC since 1928. During that nearly two decades the *Voice* has been at times strictly a prestige builder and at others just as strictly a salesman for the company's tires and accessories.

It is probably natural that the tire salesman should be in the foreground at this time when, according to the Rubber Manufacturers Assn., the rubber industry attained record-breaking production, with consumption of all types of crude rubber in the first six months of this year up 15.74% from the first half of 1946. For the same period, shipments of passenger car tires by manufacturers totaled 36,323,946, a jump of 18.52% above the Jan.-June 1946 shipments. If this increasing production trend continues, as seems probable, the rubber industry advertising may be expected to become more competitive and also to increase in volume. That time has not yet come, however, for the motor manufacturers.

At the local level, dealers in automobiles, tires and accessories make up a sizable block of business for the broadcasters of their communities. Nearly 200 concerns of this class are included among the sponsors of network co-op shows alone. Most of these use news or news analysis programs. About 40 sponsor sports programs, such as Mutual's *Fishing & Hunting Club*, while only four automotive dealers are counted among the nearly 300 advertisers sponsoring Kate Smith's daily talks. Obviously, as far as auto dealers are concerned, it's the man who pays.

Network Time Costs, Jan.-June, 1947

Class 1. AUTOMOTIVE—$3,712,370

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
GENERAL MOTORS CORP., $486,020*						
Henry J. Taylor	Institutional	MBS-271	M, F, 7:30-7:45 p.m.	12/21/45—		Kudner Agency
ELECTRIC AUTO-LITE CO., $442,605*						
Dick Haymes (Lawyer Tucker, summer replacement, 6/12-9/4)	Spark Plugs, Batteries	CBS-157 CBC-28	Th., 9-9:30 p.m.	10/13/45—		Ruthrauff & Ryan
FORD MOTOR CO., $418,164*						
Dinah Shore	Motor Cars	CBS-161	W, 9:30-10 p.m.	9/18/46-6/11/47		J. Walter Thompson Co.
Meredith Willson	Motor Cars	CBS-161	W, 9:30-10 p.m.	6/18/47—		J. Walter Thompson Co.
UNITED STATES RUBBER CO., $392,384*						
N. Y. Philharmonic	All rubber products	CBS-150	Sun. 3-4:30 p.m.	5/23/43-4/13/47		Campbell-Ewald Co.
E. I. DUPONT DE NEMOURS & CO., $377,796*						
Cavalcade of America (Summer hiatus, 6/23-8/11)	Institutional	NBC-144	Mon. 8-8:30 p.m.	1/2/40—		BBDO
HASTING MFG. CO., $324,681*						
I Deal in Crime	Casite, Piston Rings	ABC-201	Sat. 8:30-9 p.m.	10/12/46-5/24/47		Keeling & Co.
Michael Shane, Detective	Casite	MBS-307	Tue. 8-8:30 p.m.	10/22/46-1/14/47		Keeling & Co.

* Source: Publishers Information Bureau.

II—Building Material Names Pushed

BUILDING materials, in 12th place among network advertisers from the standpoint of gross billings for the first half of 1947, is one of the classes of business which has used radio almost entirely for institutional purposes, to sell the company name rather than beams or bricks or shingles. Not even mentioned in the 1937 breakdown of network revenue by industry groups, its inclusion ten years later is due to only three advertisers, each using institutional commercials.

U. S. Steel Co. devotes the commercial portion of its 60-minute *Theatre Guild on the Air* Sunday evening series on ABC to short homilies on the part played by steel in the real drama of modern life. Revere Copper & Brass did much the same sort of job for these metals on its Mutual series, *Exploring the Unknown*, also a Sunday evening program until its demise the end of August. Similarly, Johns-Manville's sponsorship of the CBS mid-evening newscasts, 8:55-9 p.m. across the board, have largely promoted the name and standing of the sponsor rather than the advantages of using J-M materials in building or remodeling.

But, with the end of the wartime shortages and the resumption of construction this picture is chang-

(Continued on page 74)

Building Materials

(Continued from page 73)

ing. In June the country's home builders hung up a 20-year high by starting 75,000 new houses in that 30-day period. In July they shattered that record and started 80,000 new dwelling units. With completions also coming in at a high rate—362,800 units finished in the first half of 1947 as against 128,600 for the same period of 1946 and industry expectations of close to 800,000 finished units this year—the building industry is achieving construction records that one has to go back 20 years to match.

According to a building industry spokesman: "Prices of houses are up along with everything else, but people are buying them. Apparently the public has caught on to the idea that costs of labor and materials are not due to come down and that today's house prices are going to stay up. The idea of a buyers' strike in houses has pretty well evaporated, most builders report. They're selling all they build."

With this turn in conditions, Johns-Manville is starting to turn its broadcast commercials into product-selling channels. Currently, one individual product from the sponsor's extensive line is discussed on each broadcast.

But by and large building is a local proposition, as far as advertising goes. The only building materials accounts to show up in the latest Rorabaugh report on spot radio advertising are two roofing companies, Southern States Iron Roofing Co., using from five to 15 announcements a week on a dozen southern stations, and Tilo Roofing Co., with five announcements a week on a single station, WMUR Manchester, N. H., placed because the company's branch manager there preferred to use his advertising allotment for radio, apparently with good results as the schedule has continued for some time.

Another spot institutional campaign in this field will be launched this fall by the American Iron & Steel Institute, which is preparing a series of dramatic programs, now being transcribed by NBC Radio-Recording for use by local members of the institute on their local stations. Dealing with such topics as milk, which not so long ago was sold from open cans but now is bottled in the stainless steel rooms of a modern dairy; surgery, with oxygen from steel tanks keeping the patient breathing properly while the doctor operates; etc., the series is designed to show the importance of steel in almost every facet of our daily living. The commercials will be adopted to the local needs of the individual institute members sponsoring the series, which the Institute expects to have ready for distribution about October 1.

While complete records on the use of radio advertising by local builders and building supply companies are not available, reports on the sponsorship of network co-op shows indicate that local stations are making appreciable inroads on a territory that the newspapers formerly had considered a closed preserve.

Some 85 local construction companies, lumber and brick yards, roofers, insulators, etc., are currently tieing their sales messages locally to the national broadcasts of Fulton Lewis jr., *Headline Edition* and other co-op programs. The list of co-op sponsors also includes some ten realtors and one school of building trades.

Network Time Costs, Jan.-June, 1947

Class 2. BUILDING MATERIALS—$1,379,168

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
U. S. STEEL CORP., $622,740*						
Theatre Guild on the Air (Summer hiatus, 7/6-8/31)	Institutional	ABC-219	Sun. 10-11 p.m.	9/9/45—		BBDO
JOHNS-MANVILLE CORP., $430,646*						
Bill Henry	Insulation	CBS-67	M-F, 8:55-9:00 p.m.	9/27/43—		J. Walter Thompson Co.
REVERE COPPER & BRASS, INC., $325,782*						
Exploring the Unknown]	Institutional	MBS-296	Sun. 9-9:30 p.m.	12/2/45-8/31/47		St. Georges & Keyes

* Source: Publishers Information Bureau.

III—Tobacco Firms Spend More for Radio

Network Time Costs, Jan.-June, 1947

Class 3. CIGARS, CIGARETTES, etc.—$8,183,981

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
R. J. REYNOLDS TOBACCO CO., $1,608,046*						
Abbott and Costello	Camels	NBC-151	Th. 10-10:30 p.m.	10/8/42-6/26/47		William Esty & Co.
Mystery in the Air	Camels	NBC-151	Th. 10-10:30 p.m.	7/3/47-9/25/47		William Esty & Co.
Bob Hawk	Camels	CBS-155	M, 10:30-11 p.m.	10/31/42-9/29/47		William Esty & Co.
Bob Hawk	Camels	NBC-151	Th. 10-10:30 p.m.	10/2/47—		William Esty & Co.
Screen Guild	Camels	CBS-155	Mon. 10:30-11 p.m.	10/6/47—		William Esty & Co.
Grand Ole Opry	Prince Albert Tobacco	NBC-147	Sat. 10:30-11 p.m.	10/14/39—		William Esty & Co.
Vaughn Monroe	Camels	CBS-156	Sat. 8-8:30 p.m.	10/12/46—		William Esty & Co.
Paul Whiteman Club	Camels, Prince Albert	ABC-230	M-F, 3:45-4 p.m.	6/30/47—		William Esty & Co.
LIGGETT & MYERS TOBACCO CO., $1,412,418*						
Arthur Godfrey	Chesterfields	CBS-150	M, W, F, 11-11:30 a.m.	6/2/47—		Newell-Emmett Co.
Supper Club	Chesterfields	NBC-156	M-F, 7-7:15 p.m.	6/19/39—		Newell-Emmett Co.
PHILIP MORRIS & CO., $1,351,351*						
Crime Doctor	Philip Morris	CBS-144	Sun. 8:30-8:55 p.m.	8/4/40—		Biow Co.
Hearts Desire	Philip Morris	MBS-196	M-F, 11:45-noon	4/28/47—		Cecil & Presbrey
It Pays to be Ignorant	Philip Morris	CBS-144	Fri. 10-10:30 p.m.	3/24/44—		Biow Co.
Queen for a Day (Co-sponsor with Miles Labs.)	Philip Morris	MBS-203	M-F, 2-2:30 p.m.	4/21/47—		Cecil & Presbrey
Rudy Vallee	Philip Morris	NBC-142	Tue. 8-8:30 p.m.	9/10/46-3/4/47		Biow Co.
Milton Berle	Philip Morris	NBC-142	Tue. 8-8:30 p.m.	3/11/47—		Biow Co.
AMERICAN TOBACCO CO., $911,528*						
Jack Benny (Jack Paar, summer replacement, 6/1-9/28)	Lucky Strike	NBC-159	Sun. 7-7:30 p.m.	10/1/44—		Foote, Cone & Belding
Hit Parade	Lucky Strike	CBS-160	Sat. 9-9:45 p.m.	5/2/36-4/19/47		Foote, Cone & Belding
Your Hit Parade	Lucky Strike	NBC-160	Sat. 9-9:30 p.m.	4/26/47—		Foote, Cone & Belding
Fabulous Dr. Tweedy	Pall Mall	NBC-158	Wed. 10-10:30 p.m.	9/30/46-3/26/47		Foote, Cone & Belding
Big Story	Pall Mall	NBC-158	Wed. 10-10:30 p.m.	4/2/47—		Foote, Cone & Belding
BROWN & WILLIAMSON TOBACCO CORP., $861,180*						
Fact & Fiction	Wings	ABC-166	Sun. 1:55-2 p.m.	10/6/46—		Russel M. Seeds
Red Skelton (An Evening With Romberg, summer replacement, 6/10-9/2)	Raleigh	NBC-157	Tue. 10:30-11 p.m.			Russel M. Seeds
People Are Funny (Summer hiatus, 6/27-9/5)	Raleigh	NBC-159	Fri. 9-9:30 p.m.			Russel M. Seeds
P. LORILLARD CO., $617,952*						
Meet Me at Parky's	Old Gold	NBC-137	Sun. 10:30-11 p.m.	-4/6/47		Lennen & Mitchell
Songs by Sinatra	Old Gold	CBS-145	Wed. 9-9:30 p.m.	9/11/46-6/4/47		Lennen & Mitchell
Rhapsody in Rythm	Old Gold	CBS-145	Wed. 9-9:30 p.m.	6/11/47—		Lennen & Mitchell

* Source: Publishers Information Bureau.

TOBACCO business is big business in the United States, and big business for U. S. radio. Government statistics show that over 180 billion cigarettes alone were turned out of the tobacco factories in the first half of 1947, indicating a rate slightly ahead of last year's when 351 billion was the total output for the 12-month period. For a real contrast: in 1900 the nation's cigarette total was 2.6 billion.

For network radio time alone during the first half of 1947 tobacco advertisers spent more than eight million dollars, which like the cigarette output figure is slightly ahead of last year with gross network time sales of 15.7 million to tobacco companies during the full year. Spotwise, the big campaign of the first half of the year was that of American Tobacco Co. for Lucky Strikes, in which about a million dollars' worth of time on nearly a thousand stations (994, to be exact) was used to drive home to the listening public the smoking significance of the cabalistic "LSMFT" as sung by the Sportsmen, quartette featured on the company's Jack Benny series on NBC.

Luckies in Lead

As the year rounded the turn into the second half, the continuing survey of cigarette sales conducted by the *Wall Street Journal*

(Continued on page 76)

A BIG BUCK FOR YOUR DOLLAR!

● To pound more sales out of Northern Ohio's billion dollar market and pound 100 cents back into your dollar . . . choose WJW, Cleveland's Chief Station.

At WJW we still maintain your dollar's worth in advertising value. Through better local programming, a higher listener acceptance, WJW gives you the opportunity to create more and more sales per dollar.

CLEVELAND'S *Chief* STATION

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Cigars & Cigarettes

(Continued from page 74)

showed Luckies in first place, with about 32% of all cigarette sales in the country; Camels second, with 28%, and Chesterfields third, with 19%, those three brands accounting for almost 80% of all cigarettes sold. Then came Philip Morris with 6%, Old Gold with 4% and Pall Mall (American Tobacco's second brand) with 3%, leaving less than 10% for all other brands of cigarettes.

If American Tobacco's million-dollar spot expenditure is added to its network total in the accompanying table, there appears a very close parallel between the standing of the various brands and their radio advertising appropriations. The one break in the sequence—Brown & Williamson spent more for network time than P. Lorillard Co.—is less significant when it is noted that one of the three B & W radio shows advertises Wings, the other two Raleighs.

The fall line-up for Luckies has Jack Benny back in his regular Sunday night spot on NBC, the *Hit Parade* on NBC Saturday nights and Jack Paar, comedian who made good as Benny's summer replacement, starting his own series Oct. 1 in a Wednesday night period on ABC. As yet there are no spot radio plans for Lucky Strikes for fall or winter, except for the sponsorship of football telecasts on WNBT New York and WBKB Chicago, placed not through the company's regular agency, Foote, Cone & Belding, but handled by N. W. Ayer & Son. The latter had lined up the gridiron video schedule for another advertiser, sold them to Luckies when the first deal fell through.

Camel Shifts

Camels' fall schedule represents some shifting since spring. Abbott & Costello after broadcasting under the Camel banner for five years are now an ABC co-op show and William Esty & Co., agency for R. J. Reynolds Tobacco Co., has moved Bob Hawk from CBS into the Thursday night NBC pepiod formerly occupied by the comedy team. Hawk's CBS Monday night spot is now tenanted by *Screen Guild*, dramatic series moving into the Camel fold after having sold Lady Esther cosmetics. Vaughn Monroe continues on CBS Saturdays for Camels, which also are plugged on a quarter of Paul Whiteman's record show on ABC, Monday through Friday afternoons.

Chesterfield's NBC *Supper Club* quarter-hour across the board continues its ninth year in the same 7-7:15 p.m. spot and these cigarettes starting Oct. 1 will also be advertised on CBS for a morning half-hour of Arthur Godfrey's chatter five mornings a week. In stepping up its Godfrey schedule from three to five days a week, Liggett & Myers Tobacco Co. discontinued a number of disc jockey program segments it had sponsored for Chesterfields, but it retains time on those of Peter Potter on Don Lee, Sack Hurt on Texas State Network, Martin Block in New York and Eddie Hubbard in Chicago. Newell-Emmett is the agency.

Daytime Series

In addition to three evening shows—*Crime Doctor* on CBS Sundays, *It Pays to be Ignorant* on CBS Fridays and *Milton Berle* on NBC Tuesdays, placed by Biow Co. —Philip Morris is sponsoring two daytime programs on Mutual: *Queen for a Day* (in co-sponsorship with Miles Labs.) and *Hearts Desire*, both aired five times a week. These latter programs are handled by Cecil & Presbrey, which sold Philip Morris on the idea of trying out daytime radio to get its message across to the millions of women smokers in the daytime radio audience.

Old Golds, whose two network programs, Frank Sinatra on CBS and *Meet Me at Parky's* on NBC, came to an end in June, will be back on the air with a new all-star series this fall to follow the summer series, *Rhapsody in Rhythm*, in the CBS Wednesday night spot. Lennen & Mitchell, agency for the account, is also using daily spots on 28 stations, daily 15-minute news and sports programs on five stations and baseball broadcasts in New York, Chicago and Atlanta, to advertise these cigarettes.

For Pall Malls, American Tobacco Co. is continuing *Big Story* as a Wednesday evening series on NBC, where it started in April, replacing the *Dr. Tweedy* series starring Frank Morgan for the same brand of smokes. Brown & Williamson Tobacco Co. is also continuing its three network shows: Red Skelton on NBC Tuesdays and *People Are Funny* on the same network Fridays, both for Raleighs, and *Fact & Fiction* Sundays on ABC for Wings. Russel M. Seeds is agency.

Bayuk Active

Benson & Hedges is using a weekly 15-minute musical show on WNBC New York for Parliaments, handled by Kudner Agency, and Larus & Bros., through Duane Jones Co., is using a few spots on the same station for its new brand, Alligators, having practically discontinued its East Coast spot campaign of announcements and programs on a dozen or more stations.

Bayuk Cigars is the unchallenged leading cigar advertiser on the air, spending more than $600,000 in the first half of 1947 for time on Mutual for its *Inside of Sports* five-a-week early evening series, which it started sponsoring away back in 1938. Neal D. Ivey is the agency. Sports summaries on WBBM Chicago and WNBC New York are sponsored by Consolidated Cigar Corp. for Harvesters, also advertised with three announcements weekly on 15 stations. Erwin, Wasey & Co. handles this account.

Only network-advertised pipe tobacco is Prince Albert, product of R. J. Reynolds Tobacco Co., which sponsors NBC's Saturday night *Grand Ole Oprey* for this brand. U. S. Tobacco Co., through Kudner Agency, is running a fall announcement campaign for Dill's Best pipe tobacco on 38 stations and in January started a full year's spot campaign for Banjo and Rooster snuffs on 20 stations. Mail Pouch, chewing tobacco, sponsors Mutual's *Fishing and Hunting Club of the Air*, through Walker & Downing, the only network program for this type of product.

Local tobacco merchants apparently do little advertising. At least, only three such concerns are included among the sponsors of the network co-op programs.

IV—Clothing Advertising Shows Drop

AS A SOURCE of network revenue, clothes and dry goods don't stack up very impressively against drugs, cigarettes, foods, soaps or even bank and insurance advertising. Last year this class accounted for only $1,423,828 in network gross time sales; this year the total may well fall appreciably below that figure. Of the three of this kind of advertiser using network time in the first half of 1947, Teen-Timers Inc. has already discontinued its program and left the air, with radio plans uncertain.

Lee Hats is continuing its highly successful sponsorship of Drew Pearson on ABC and Trimount Clothing Co. is staying on Mutual, although shifting to Sunday nights and changing its program to a Sherlock Holmes series. A network newcomer, albeit a regional one, is Mode O'Day Corp., West Coast retail dress chain, which during the summer started a year's sponsorship of Erskine Johnson's commentaries five morning half-hours a week on 45 Don Lee stations.

In the national spot field, to cite a few companies recently reported in BROADCASTING, Koret of California, women's wear manufacturer, is sponsoring one-minute recorded programs on some 30 stations in a cooperative set-up with Koret buying the station time and the local dealer paying for the transcriptions. Rosedale Knitting Co. on Sept. 15 starts participations on women's programs in 13 cities for Rosedale hosiery. Merit Clothing Co. and Claussner Hosiery Co. have prepared transcribed announcements for dealer cooperative campaigns.

A veteran spot advertiser which is also a former network client, Celanese Corp., uses women's participating programs and other locally popular programs, including a few specially built by its agency, Young & Rubicam, to promote the use of this fabric. Largely institutional since its inception in 1944, the campaign is now promoting particular merchandise made of celanese, mentioning the names of the stores where these items can be purchased locally, etc.

Different Criteria

But national spot is not the measure of this class of advertiser any more than is network. A suit of clothes is not bought in the same way as a pack of cigarettes or a box of breakfast food; it is a more important purchase, a matter of selection and comparison, not of the brand alone but of the individual article, and the name and character of the retail store is often more important to the buyer

(Continued on page 78)

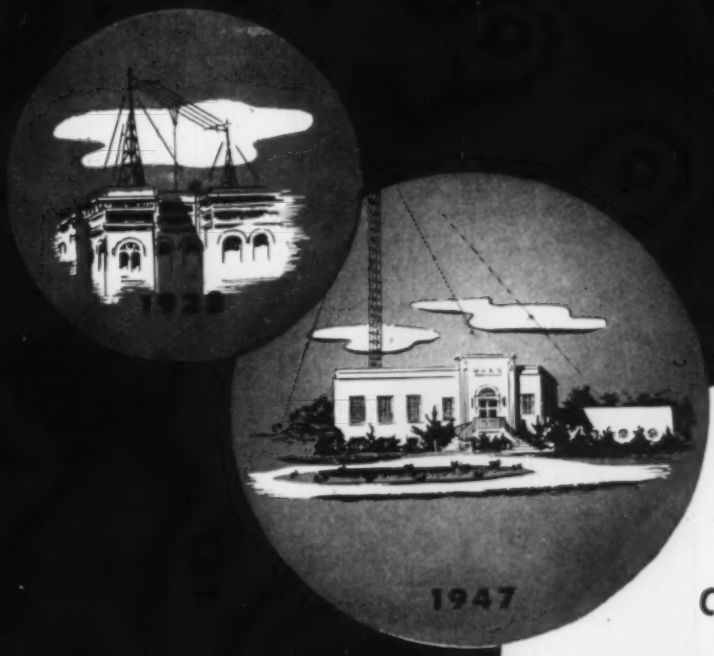
Network Time Costs, Jan.-June, 1947

Class 4. CLOTHING & DRY GOODS—$408,231

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
FRANK H. LEE CO., $180,865*						
Drew Pearson (Leon Pearson, summer replacement, during August)	Men's Hats	ABC-226	Sun. 6-6:15 p.m.	12/2/45—		William Weintraub & Co.
TEEN-TIMERS INC., $119,238*						
Teen-Timers Club	Dresses & Cosmetics	NBC-95	Sat. 11-11:30 a.m.	8/25/45-8/16/47		Buchanan & Co.
TRIMOUNT CLOTHING CO., $106,926*						
Crime Cases of Warden Lawes	Men's Clothes	MBS-99	Tue. 8-8:15 p.m.	10/20/46-9/23/47		William Weintraub & Co.
Sherlock Holmes	Men's Clothes	MBS-99	Sun. 7-7:30 p.m.	9/28/47—		William Weintraub & Co.

* Source: Publishers Information Bureau.



Continued

GROWTH

WHAS

A PIONEER TODAY AS IT WAS YESTERDAY

50,000 WATTS, 1A CLEAR CHANNEL—CBS AFFILIATE

Clothing & Dry Goods

(Continued from page 76)

than that of the manufacturer. Clothing and dry goods selling and advertising operate most of the time at the local level.

Sometimes the manufacturer is also the retailer, with stores in a number of cities, such as Bond Stores selling Bond Clothes. Then his advertising may, like Bond's, be placed by an agency (Neff-Rogow is Bond's) and be included in a Rorabaugh report as a national spot campaign. But essentially it will be like Bond's, a series of individual local radio campaigns for its individual local stores. On WOR New York, for example, Bond's sponsors the 11 p.m. news Monday through Friday, the 11 a.m. news on Sunday and John Gambling's 45-minute morning program three days a week. On 37 other stations in its store cities the company uses quarter-hour shows from twice to 12 times weekly.

But most clothing and department stores are either single stores or chains located in a single city or metropolitan area. Their advertising is truly local, although it may be as extensive as that of Crawford Clothes, currently embarked on a half-million dollar campaign of announcements and programs from five minutes to an hour on six New York City stations handled by Al Paul Lefton Co.

More Store Activity

Nor is this peculiarly or even especially a New York story. Joske's of Texas has made department store advertising (and sales) history as a major and pioneer user of radio in San Antonio. Mabley & Carew of Cincinnati has contracted for a second year's sponsorship of 90-minute concerts six evenings a week on WSAI in that city. Ed Mellon Co., clothier of Charlotte, N. C., in June started using 75 minutes each Sunday on WBT Charlotte, Kresge - Newark, long sponsor of *Junior Town Meeting* on WAAT Newark, has signed to sponsor that same program on television when WAAT's video station takes to the air.

Again using the network cooperative programs as a yardstick to indicate the amount of local radio advertising in this class, we find approximately 200 department and clothing stores sponsoring these co-op shows in their communities. Another indication is that when the National Retail Dry Goods Assn. held its first contest of retail radio advertising in January, about 250 entries were received, and any broadcaster knows the percentage of eligible persons actually to enter any contest.

In an analysis of retail advertising made in 1946 for the years 1944 and 1945, NRDGA found 3% of the advertising appropriation going for radio in stores with total sales of two to five million a year; 4% for stores with five to ten million volume; 4% in '44 and 5% in '45 for stores with volume of more than ten million, and indications are that the percentage, although still small, is steadily rising.

High parts of the programs rated highest in the first NRDGA contest, which will be repeated again next January, were played and discussed at an NRDGA sales promotion meeting in Chicago last June. "We used to have discussions of the value of radio in retail advertising," Howard P. Abrahams, NRDGA sales promotion head, said recently. "There's no need for that any more. Radio is accepted by retailers. Now what they want to know is not whether to use it but how to use it most effectively."

V—Candy, Soft Drink Picture Brighter

LAST YEAR, with sugar still rationed to the commercial users such as the candy and soft drink makers and with other ingredients scarce and expensive, these companies did not need heavy advertising to sell their products. Network billings for this class of advertiser dropped from a $9,400,000 total in 1945 to $7,600,000 in 1946. Figures for the first half of this year indicate that without a change in conditions this trend would continue, with a final network total of about $5,000,000.

But by late summer the picture seemed brighter. Pointing out that rationing of sugar has now ended for the confectionery industry as it did some time earlier for the housewife, S. H. Cady, director of the Council on Candy, told BROADCASTING that "there should be more candy available in the country by fall, now that the ingredient trouble has been partly ironed out. Chocolate will be relatively scarce but otherwise the supply of all candies is unlimited. The business prospects for fall are excellent. There was some pessimism some months ago but that has largely dissolved."

In the same vein, Ralph McMillan, president, National Peanut Council, stated that the parity of 11.1 cents a pound set by the Dept. of Agriculture for farmers' stock peanuts means that "consumers will not find peanut end-products as high as previously thought, even though peanut farmers will receive the highest price in history per pound for their 1947 crop."

Coca-Cola Resumes

More sugar means more production, more competition to satisfy the consumer's sweet tooth and, inevitably, more advertising. Signaling the upturn for radio for this industry is Coca-Cola, returning to the air this fall with two network programs and at the same time making a transcribed daytime serial available to local Coca-Cola bottlers for their individual sponsorship in their communities. A large wartime advertiser, sponsor of *Spotlight Bands* with name dance orchestras broadcasting nightly from various service camps where their appearance was supplied by the soft drink firm, and with Morton Downey's noontime shows, Coca-Cola had been off the air since January, when the Downey series ended. *Spotlight Bands* went off last November.

Coca-Cola began its comeback Aug. 17, when *The Pause That Refreshes on the Air*, an early Sunday evening musical series, made its debut on CBS. On Oct. 3 the company's second network show, featuring Morton Downey and Spike Jones, will start in the Friday 10:30-11 p.m. spot on CBS. The transcribed series, *Story of Claudia*, a five - a - week daytime serial, is to get under way late this month.

Network Time Costs, Jan.-June, 1947

Class 5. CONFECTIONERY & SOFT DRINKS—$2,574,423

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
MARS INC., $630,930*						
Dr. I. Q.	Candy	NBC-128	Mon. 9:30-10 p.m.	5/10/39—		Grant Adv.
Curtain Time	Candy	NBC-126	Sat. 7:30-8 p.m.	7/6/46—		Grant Adv.
WILLIAM WRIGLEY JR. Co., $392,324*						
Gene Autry	Gum	CBS-153	Sun. 7-7:30 p.m.	9/23/45—		Ruthrauff & Ryan
CHARLES E. HIRES CO., $275,110*						
Sunday Evening Party	Root Beer	ABC-168	Sun. 6-6:30 p.m.	1/24/45	1/19/47	N. W. Ayer & Son
Here's to You	Root Beer	CBS-153	Sun. 2:30-3 p.m.	1/26/47—		N. W. Ayer & Son
UNIVERSAL MATCH CORP. (Schutter Candy Division), $267,847*						
Counterspy	Old Nick, Bit of Honey	ABC-189	Sun. 5:30-6 p.m.	2/3/46—		Schwimmer & Scott
WILLIAMSON CANDY CO., $227,366*						
True Detective Mysteries	Oh Henry	MBS-300	Sun. 4:30-5 p.m.	3/3/46—		Aubrey, Moore & Wallace
DR. PEPPER CO., $194,537*						
Darts for Dough (Moves Oct. 2 to Th. 8:30-9 p.m.)	Dr. Pepper	ABC-174	Sun. 5-5:30 p.m.	8/6/44—		Tracy-Locke Co.

* Source: Publishers Information Bureau.

Luden's Inc., which began sponsoring Ned Calmer's five-minute newscast on CBS Saturday and Sunday after it dropped the Hoagy Carmichael show last spring, will continue these newscasts in addition to its new half-hour program, *Strike It Rich*, to start next month on CBS, Sunday, 10-10:30 p.m. Commercials on the new show will be divided between Fifth Avenue candy bars and the company's cough drops, the emphasis shifting with the season. Other network advertisers in this category are generally renewing their present programs without change, although Dr. Pepper is moving its *Darts for Dough* on ABC from Sunday, 5-5:30 p.m., to Thursday, 8:30-9 p.m. Bunte Bros., not shown in the table, continues its *World Front* program Sunday noons on an NBC hookup of about a dozen stations. The Hires Rootbeer *Here's to You* Sunday afternoon series on CBS was cut in late July from 30 to 15 minutes. Hires began using one-minute jingles six times a week on five cities in which it operates its own bottling plants, adding four a week on a sixth city in July.

Another continuing network advertiser not shown in the table is Curtiss, sponsor of Warren Sweeney's newscasts, 11-11:05 a.m. Saturday and Sunday on a CBS network of 146 stations. In addition to the national accounts, candy makers are active advertisers on West Coast regional networks. NBC Pacific Coast Network has a Friday evening quarter-hour with the King's Men for Almond Roca candy; Elmer Peterson's quarter-hour newscasts Wednesday through Saturday for Planters peanuts, and the *David Street Show*, 15-minutes on Fridays, for U-No and Baffle Bars. Planters also sponsors Harry Flannery's news analyses, three-quarter-hours a week on the CBS Pacific Network, which also carries three five-minute and three quarter-hour newscasts by Bob Garred

(Continued on page 80)

"The Steinman Stations"

6 OUTSTANDING PROFIT BUYS

WDEL Wilmington, Del.
(Established 1922)

WKBO Harrisburg, Pa.
(Established 1922)

WRAW Reading, Pa.
(Established 1922)

WGAL Lancaster, Pa.
(Established 1922)

WORK York, Pa.
(Established 1932)

WEST Easton, Pa.
(Established 1936)

• • • These six stations present your sales message economically in these sales-rich markets—all consistently prosperous because of industrial diversity and advantageous locations. For information—write:

NBC AFFILIATES

RADIO ADVERTISING COMPANY

New York Chicago Los Angeles San Francisco

VI—Drugs and Toilet Goods May Beat 1946

TOP CATEGORY of network advertisers, drug and toiletry business amounted to better than $61,000,000 for the nets last year, slackened a little in the first half of 1947, but now appears to be making up for that slight slump and that the year will end with a total at least a little ahead of 1946. Network fall schedules include 25 advertisers from this group, slated to sponsor 77 network shows, 29 for drugs and 48 for soaps and cosmetics, according to a rough breakdown which arbitrarily allotted one way or the other programs carrying double commercials.

Notable in the network picture is Pharmaco Co. which this month starts three programs on Mutual, totaling 1¾ hours a week at an estimated cost of $1,200,000 for the campaign. Jim Backus Sunday evening comedy series started Sept. 7 for a Feen-A-Mint and Chooz; *Charlie Chan* starts Sept. 29 as a Monday night fea-

(Continued on page 82)

Confectionary

(Continued from page 78)

for Mounds, Walnettos and Ten Crown gum. These products are also advertised in a new twice-weekly 15-minute commentary series featuring James Abbey on a 39-station ABC western network, and last month the company was considering the addition of a spot campaign.

Currently active in spot radio are: O'Brien's of California, using announcements on seven West Coast stations; New England Confectionery Co., with four announcements daily on six Yankee Network stations; Sweets Co. of America, with news and programs on a dozen stations for Tootsie Rolls; Leaf Gum Co., starting a year-round drive on about 100 stations, said to add up to about $750,000 for the year; Vess Beverage Co., which has expanded its cola campaign to 49 stations in 25 states after a successful test in the company's home area of St. Louis.

Tests Under Way

Other spot campaigns in this field include the use of station breaks on about 100 stations for Brock candy bars and on somewhat more than that number for Whiz and Pecan Pete bars. Fanny Farmer boxed candies are plugged in announcements on about 20 stations, while participations on women's programs in a dozen major markets are employed to advertise Suchard chocolates. Pepsi-Cola spots are heard up to 70 times a week on about 25 stations in time bought by the parent company, plus other radio used by individual local bottlers.

Test campaigns are now in progress for Guittard Chocolate Co., California Fruit Chimes Co., Kimball Candy Co., Lyons-Magnus Rootbeer Co. and Nutri-Cola Co., with all five planning expansions after the test periods. Castle Products Co. is using 64 announcements a week on WPEN Philadelphia for Cascola. Cott Beverage Co. recently signed up for three *Barry Wood Show* broadcasts a week on WELI New Haven. Even Hershey Estates, famed non-believers in anything but point-of-sale advertising, is sponsoring a 45-minute amateur show on WLBR Lebanon, Pa. Network co-op shows are sponsored locally by about 30 candy and soft drink concerns, largely local bottlers of nationally distributed beverages.

In the future possibility category, D. L. Clark Candy Co. is reported to have a network program, probably starring Bobby Doyle, probably on ABC, under consideration. And as the video pioneer of this class, Hoffman Beverage Co. is sponsoring telecasts on WNBT New York of the home games of the New York Giants pro football team.

Network Time Costs, Jan.-June, 1947

Class 6. DRUGS & TOILET GOODS—$28,642,888

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
STERLING DRUG INC., $4,370,782*						
American Album of Familiar Music	Bayer Aspirin	NBC-144 CBC	Sun. 9:30-10 p.m.	10/11/31	—	Dancer-Fitzgerald-Sample
American Melody Hour	Bayer Aspirin	CBS-147	Tue. 7:30-8 p.m.	10/22/41	—	Dancer-Fitzgerald-Sample
Backstage Wife	Energine, Dr. Lyons Toothpowder	NBC-144	M-F, 4-4:15 p.m.	2/25/35	—	Dancer-Fitzgerald-Sample
Big Town	Ironized Yeast, Phillips Milk of Magnesia	CBS-149 CBC-22	Tue. 8-8:30 p.m.	10/5/43	—	Pedlar & Ryan
Bride & Groom	Phillips Toothpaste, Tablets, Mulsified Shampoo, etc.	ABC-202	M-F, 2:30-3 p.m.	1/7/46	—	Dancer-Fitzgerald-Sample
Lorenzo Jones	Phillips, Bayer	NBC-144	M-F, 4:30-4:45 p.m.	4/25/37	—	Dancer-Fitzgerald-Sample
Manhattan Merry-Go-Round	Dr. Lyons Toothpowder	NBC-141	Sun. 9-9:30 p.m.	11/6/32	—	Dancer-Fitzgerald-Sample
Mystery Theatre	Molle Shave Cream Double Danderine	NBC-140	Fri. 10-10:30 p.m.	9/7/43	—	Young & Rubicam
Stella Dallas	Phillips, Double Danderine	NBC-144	M-F, 4:15-4:30 p.m.	10/25/37	—	Dancer-Fitzgerald-Sample
Waltz Time	Phillips	NBC-144 CBC	Fri. 9:30-10 p.m.	9/27/33	—	Dancer-Fitzgerald-Sample
Young Widder Brown	Haley's M-O, Phillips	NBC-144	M-F, 4:45-5 p.m.	3/31/37	—	Dancer-Fitzgerald-Sample
AMERICAN HOME PRODUCTS, $3,062,216*						
Bob Burns	Anacin, Kolynos	NBC-123	Sun. 6:30-7 p.m.	9/29/46	5/25/47	Sullivan, Stauffer, Colwell & Bayles
Ellery Queen	Anacin	CBS-50	Wed. 7:30-8 p.m.	1/24/45	4/16/47	Sullivan, Stauffer, Colwell & Bayles
Ellery Queen (Summer hiatus, 6/15-7/27)	Anacin, Kolynos	NBC-123	Sun. 6:30-7 p.m.	6/1/47	—	Sullivan, Stauffer, Colwell & Bayles
Give & Take	Anacin, Kolynos	CBS-158	M, W, F, 4:30-5 p.m.	6/3/46	3/28/47	Dancer-Fitzgerald-Sample
Mr. Keen	Kolynos	CBS-46	Thu. 7:30-8 p.m.	10/28/42	—	Dancer-Fitzgerald-Sample
Our Gal Sunday	Anacin	CBS-80	M-F, 12:45-1 p.m.	3/29/37	—	Dancer-Fitzgerald-Sample
Real Stories from Real Life	Anacin	MBS-79	M-F, 9:15-9:30 p.m.	7/9/45	—	Dancer-Fitzgerald-Sample
Front Page Farrell	Kolynos, Hill's Cold Tablets	NBC-57	M-F, 5:45-6 p.m.	9/14/42	—	Dancer-Fitzgerald-Sample
Fleetwood Lawton	Anacin, Bisodol	NBC-7	M-F, 8:15-8:30 p.m. PST	2/2/43	—	Dancer-Fitzgerald-Sample
Just Plain Bill	Anacin	NBC-58	M-F, 5:30-5:45 p.m.	9/14/36	—	Dancer-Fitzgerald-Sample
Romance of Helen Trent	Kolynos, Bisodol	CBS-76	M-F, 12:30-12:45 p.m.	10/30/31	—	Dancer-Fitzgerald-Sample
PROCTER & GAMBLE CO., $3,021,053*						
Drene Show	Drene	NBC-144	Sun. 10-10:30 p.m.	9/8/46	6/1/47	Kaster, Farrell, Chesley & Clifford
Life of Riley (Summer hiatus, 7/12-8/30)	Teel, Dreft	NBC-136	Sat. 8-8:30 p.m.	9/8/45	—	Dancer-Fitzgerald-Sample
Mystery of the Week	Ivory	CBS-48	M-F, 7-7:15 p.m.	4/1/46	—	Compton Adv.
Lowell Thomas	Ivory	CBS-48	M-F, 7-7:15 p.m.	9/29/47	—	Compton Adv.
Right to Happiness	Ivory	NBC-142 CBC	M-F, 3:45-4 p.m.	10/16/39	—	Compton Adv.
Pepper Young's Family	Camay, Dreft	NBC-142 CBC	M-F, 3:30-3:45 p.m.	1/13/36	—	Pedlar & Ryan
This Is Hollywood	Camay	CBS-115	Sat. 10-10:30 p.m.	10/5/46	6/28/47	Pedlar & Ryan
FBI in Peace and War	Lava	CBS-79	Thu. 8:30-8:55 p.m.	11/25/44	—	Biow Co.
MILES LABORATORIES, $2,798,791*						
Fred Beck	Alka-Seltzer, Vitamins	CBS-12	M-F, 7:45-8 a.m. PST	6/23/47	—	Wade Adv. Agency
Lum 'n' Abner	Alka-Seltzer	ABC-136	M-Th, 8-8:15 p.m.	9/29/41	9/26/47	Wade Adv. Agency
Queen for a Day (Co-sponsor with Philip Morris & Co.)	Alka-Seltzer	MBS-203	M-F, 2-2:30 p.m.	12/31/45	—	Wade Adv. Agency
News of the World	Alka-Seltzer, Vitamins	NBC-135 MWF 34 TT	M-F, 7-7:15 p.m.	3/24/41	—	Wade Adv. Agency
Quiz Kids	Alka-Seltzer, Vitamins	NBC-145	Sun. 4-4:30 p.m.	9/29/46	—	Wade Adv. Agency
Saturday Night Roundup	Alka-Seltzer, Vitamins	NBC-129	Sat. 9-9:30 p.m.	10/5/46	3/29/47	Wade Adv. Agency
COLGATE-PALMOLIVE-PEET CO., $1,880,502*						
Mel Blanc	Tooth Powder, Halo Shampoo	CBS-148	Tue. 8:30-8:55 p.m.	9/3/46	7/1/47	Sherman & Marquette
Mr. and Mrs. North	Tooth Powder, Halo	CBS-148	Tue. 8:30-8:55 p.m.	7/8/47	—	
Breakfast Club	Lustre-Creme Shampoo	ABC-209	M-F, 9-9:15 a.m.	9/2/46	8/29/47	Hill Blackett & Co.
Can You Top This	Palmolive Shave Creams	NBC-141	Sat. 9:30-10 p.m.	10/3/42	—	Ted Bates
Dennis Day (Summer hiatus, 7/2-8/20)	Toothpaste	NBC-150	Wed. 8-8:30 p.m.	10/3/46	—	Ted Bates
Judy Canova (Summer hiatus, 7/5-8/23)	Tooth Powder, Palmolive Soap, Halo Shampoo	NBC-141	Sat. 10-10:30 p.m.	1/13/45	—	Ted Bates
Kay Kyser's College of Musical Knowledge	Palmolive Soap	NBC-142	Wed. 10:30-11 p.m.	12/27/44	—	Ted Bates
Sports Newsreel	Colgate Shave Creams	NBC-70	Fri. 10:30-10:45 p.m.	10/8/39	—	Sherman & Marquette
BRISTOL-MYERS INC., $1,399,943*						
Alan Young	Ipana, Minit-Rub	NBC-133	Fri. 8:30-9 p.m.	9/20/46	6/6/47	Young & Rubicam
Break the Bank	Mum, Sal Hepatica	ABC-185	Fri. 9-9:30 p.m.	7/5/46	—	Doherty, Clifford & Shenfield
Duffy's Tavern (Tex and Jinx, summer replacement, 7/2-9/24)	Ipana, Trushay	NBC-136 CBC	Wed. 9-9:30 p.m.	10/2/46	—	Young & Rubicam
Mr. District Attorney	Vitalis, Sal Hepatica	NBC-134	Wed. 9:30-10 p.m.	4/4/40	—	Doherty, Clifford & Shenfield

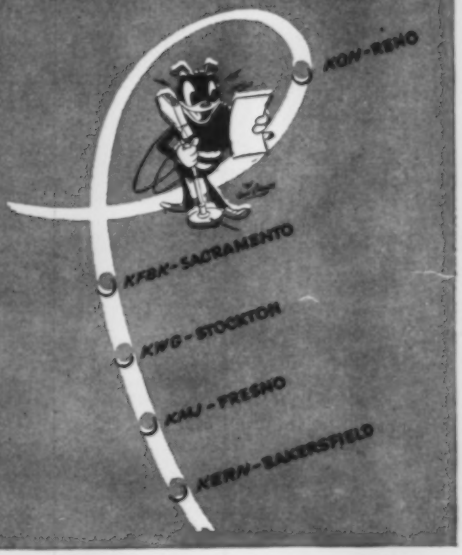
* Source: Publishers Information Bureau.

You can't cover California's Bonanza Beeline without on-the-spot radio

The Bonanza Beeline *is* a big patch of California. It includes all of the rich central valley region—plus the Reno corner of Nevada. And why do you need on-the-spot radio to cover the Beeline? Because of *high mountains*. Outside radio signals just can't penetrate the Beeline's mountain barriers.

On-the-spot radio naturally means the five BEELINE stations. Located right *in* the Beeline's major selling centers, these stations together give you complete coverage of the whole 2 Billion Dollar market.

Individually, Beeline stations are old time local favorites. KOH Reno, established in 1928, is typical. And figures based on BMB reports give KOH a daytime-nighttime average of 95% for its home-county audience! Let the Beeline stations sell for you.



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Drugs & Toilet Goods

(Continued from page 80)

ture and the same day *Song of the Stranger* begins as a three-a-week afternoon series.

Toni Co., which began using network time last year for home permanent wave kits, with a Saturday afternoon CBS show, *Give and Take*, and *Meet the Missus* three days a week on a CBS Pacific hookup, added *Ladies Be Seated* on ABC three times a week in March, expanded that to five times in July. Last month this company started Mel Torme in a half-hour Saturday spot on NBC and on Labor Day took over a quarter-hour of ABC's *Breakfast Club* across the board. Discussions about bringing the *Easy Aces* back to a network spot were still in progress as this was written.

P&G Makes News

Procter & Gamble Co. makes radio news the end of this month when Lowell Thomas, after 15 years on NBC for Sun Oil at 6:45-7 p.m., Monday through Friday, moves to CBS, 7-7:15 p.m., for Ivory Soap. This addition to the P&G network schedule in this class should offset the loss of the Rudy Vallee *Drene Show* and *This Is Hollywood*, for Camay, which ended their runs in June.

Carter Products has doubled Jimmy Fiddler's Sunday night duties for Little Liver Pills and Arrid, adding an 8:30-8:45 p.m. spot on Mutual to his 10:30-10:45 p.m. period on ABC, in addition to continuing sponsorship of Gabriel Heatter on Mutual, Monday and Wednesday, 9-9:15 p.m. Company dropped its *Policewoman* series on ABC in the spring. Miles Labs. will cease sponsoring *Lum and Abner* on ABC the end of this month, at the same time reorganizing its *News of the World* program on NBC into separate Eastern and Western editions, with the latter available to other advertisers in West Coast cities not used by Miles.

American Home Products is readying a new dramatic series for Sunday, 6:30-7 p.m., period on NBC, to start in October, replacing *Ellery Queen* which last spring replaced Bob Burns in that time for Anacin and Kolynos. Lever Bros. in August returned *Lux Radio Theatre* to its Monday night hour on CBS and started sponsorship of *My Friend Irma* Friday on that network for Swan Soap, replacing the *Joan Davis Show* which went off in June. Bob Hope comes back to NBC for Pepsodent this Tuesday (Sept. 16). Noxzema Co., continuing once-a-week sponsorship of Gabriel Heatter on Mutual, shifts *Mayor of the Town* from CBS to ABC when it comes back next month after a summer hiatus. Rexall Drug Co. moves Jimmy Durante to NBC this fall, following the end of his CBS series with Garry Moore last spring.

A major revamping of its network advertising has been undertaken by R. B. Semler Co. (Kreml), which last December brought to an end a long association with Gabriel Heatter's MBS newscasts and in July substituted Eddie Duchin for *Sherlock Holmes* on ABC. Company on Oct. 13 is to start Billy Rose, Broadway's gift to literature, on Mutual with three five-minute commentaries a week at mid-evening time, and the same date will begin sponsoring a quarter-hour of Martin Block's record show on that network three days a week. New campaign is estimated at totaling around $1,200,000. Renewal of Duchin up for consideration this month; September ratings will probably be determining factor. Billy Rose's Tuesday and Thursday broadcasts will advertise Musterole.

Leaders among the many spot and regional advertisers in the drug and toiletry field include Colgate-Palmolive-Peet, using five announcements a week on some 225 stations for Halo Shampoo; Sterling Drug, with *Rise and Shine* six quarter-hours a week on the Don Lee network, which also carried 14 newscasts a week for Miles Labs, *Mystery of the Week* five days a week for P&G, Fulton Lewis three times a week for Vick Chemical Co. and twice a week for Dunlan Co. (dental plate cleaner), and a half-hour *Sunday Band Concert* for Associated Dental Products' dentifrices.

Associated Labs is using announcements on about 30 stations in major markets for Blondex Shampoo; Squibb & Sons are announcing a new dental cream with announcements in 42 markets in a seven-week campaign; Dolcin Corp. (pharmaceuticals) is using news, participations and announcements on about 45 stations; Monticello Drug Co. on Sept. 23 starts a 26-week drive for 666 Cold Remedy largely in the southeast and south central areas. Allied Drug Co. has been using announcements on about 75 stations for Triena; Barbasol Co., full-hour disc jockey shows six days a week on four stations; Kip Corp., spots for its ointment in the southwest; Consolidated Royal Chemical Corp., five quarter-hours a week for Krank's Shavekreem on six major market stations.

Lambert Looking

Lambert Pharmacal has dropped all spots except announcements on 31 stations for Prophylactic Tooth Brushes and is looking for a network program for a fall and winter campaign designed to blanket the country. Mentholatum Co., normally a heavy user of spot radio, is not on the air this year because the company feels its current story is one that requires pictorial treatment.

All of these changes indicate the uncertain conditions under which the drugs and cosmetics industry is presently operating. Another indication is the wide variation in the six-month reports of companies in this field. Colgate-Palmolive-Peet reported a net income of $9,783,000, up 54% from last year's net, with sales of $132,306,000 for the period, a gain of 82% over the same part of 1946. Sterling Drug likewise reported a sales increase, $66,400,000 the first half of this year, up 10% from that part of last year, but its net dropped 7%, to $7,000,000 for Jan.-June 1947 from $7,500,000 for the first half of 1946. Most dramatic change was that of R. B. Semler, whose net was $414,209 in the first half of 1946, dropped to $1,401 for that same period of 1947. These figures may offer an explanation for the overhauling the Semler radio schedule is getting.

S. L. Mayham, executive vice president, Toilet Goods Assn., gave BROADCASTING the following statement on the overall conditions in that industry and their effect on toiletries advertising:

"During the first six months of 1947, toilet goods manufacturers found the going somewhat rougher than it has been for the past several years. During the period from 1937 to 1947, sales of the products of the industry practically doubled. Stores had been accustomed to tremendous buying of not only essential cosmetics, but expensive gift sets and high priced perfumes. During the same period many newcomers in the field came into the market and had no difficulty in establishing themselves as manufacturers of this type of merchandise.

"With the appearance of other gift wares on the market, many for the first time in several years, retail business at the close of 1946 was not quite up to the expected volume and the stores found themselves faced with unusual inventories, a major portion of which consisted of goods which could not be returned to the manufacturer. This caused a comparatively short period of decidedly curtailed buying on the part of the stores. The outlook, however, for excellent business over the whole of 1947 is still very bright. All the trade indexes indicate that consumer purchases are down not more than 2 or 3% from the high record level of 1946.

"This heavy consumer purchasing, especially of essentials such as dentifrices, face powder, lipsticks, etc., should continue throughout the year in view of extremely high employment and earning figures.

Buying Curtailed

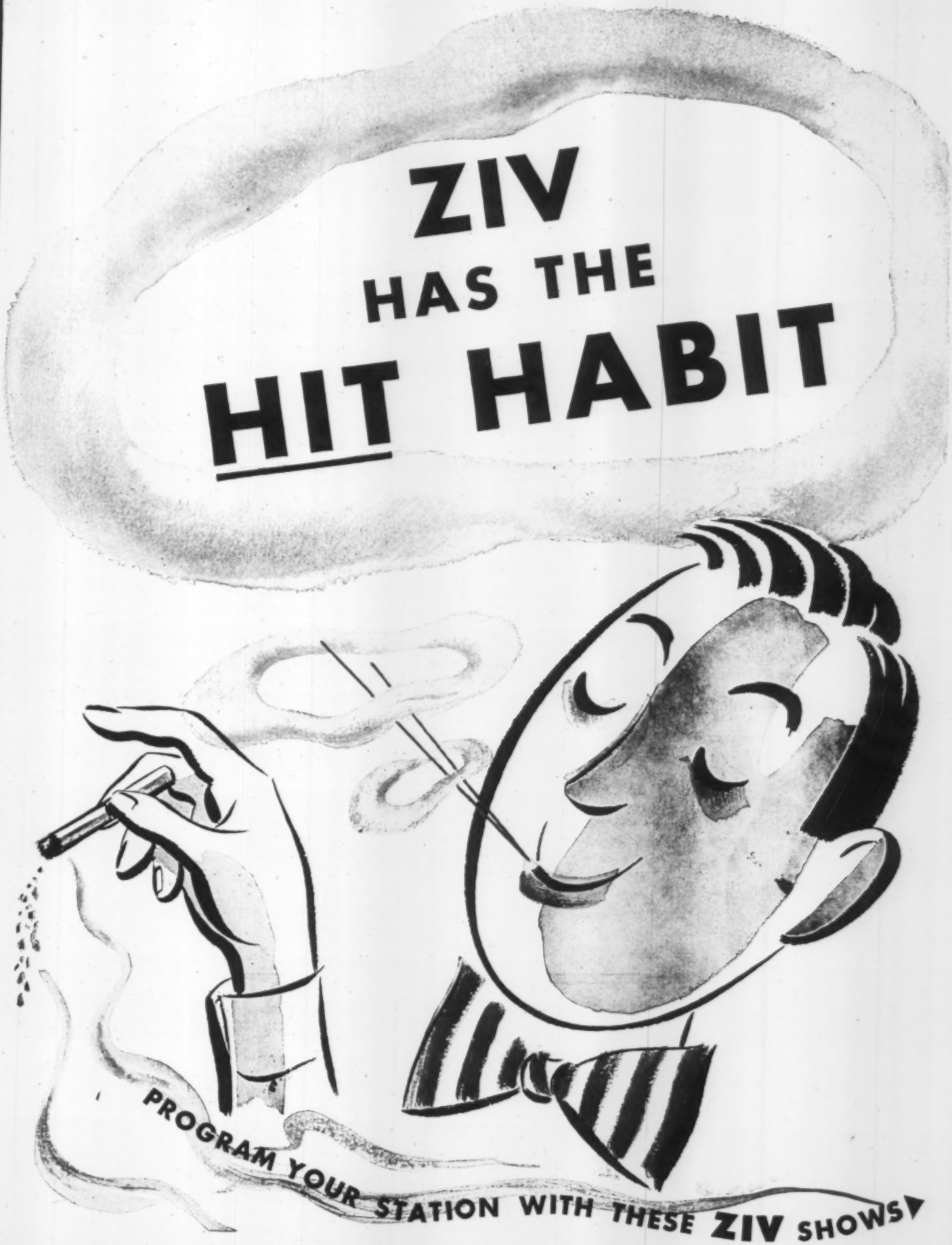
"With respect to advertising, the curtailment of buying by the stores during the first few months of 1947 has had a decided effect, especially upon magazine and newspaper advertising. Schedules have been cut quite sharply but there is every prospect that they will be resumed again in the near future although perhaps on not quite the spectacular scale to which the publications have been accustomed during the war and immediate postwar years. A part of this is due to the natural desire for retrenchment on the part of manufacturers and part is due to the change in the tax structure which makes every advertisement more expensive for the manufacturer even at no change in rates.

"Radio advertising has not been hit so hard, largely because of the peculiar factors involved in the purchase of desirable air time. Undoubtedly the industry has continued some shows it might have discontinued had there been a possibility of reserving the same desirable evening hours for later resumption. Successful radio advertising in the cosmetic business has been largely for the promotion of standard moderate priced mer-

(Continued on page 86)

CARIBBEAN islands radio directors who attended the recent Caribbean Commission Broadcasting Conference at Port of Spain, Trinidad [BROADCASTING, Sept. 1], are: Back row (l to r)—Henry de Maudit, deputy secretary-general, Carribbean Commission; E. R. Wessels, AVROS (PZH5) Paramaribo, Surinam; Denis M. Gick, ZQI Kingston, Jamaica; Harwood Hull Jr., WAPA San Juan, P. R., and William MacLurg, Radio Trinidad (VT4.RD), Port of Spain, Trinidad; front row (l to r)—A. F. Raymond, information officer, Trinidad Government; A. E. Gagan, ZFY Georgetown, British Guiana; G. de Freitas, Radio Trinidad; J. M. Laing, Radio Distribution (Barbados), Bridgetown, Barbados; Donald F. Greening, Caribbean Commission, and Marcel Villeneuve, Radio Martinique, Fort de France, Martinique.

ZIV HAS THE HIT HABIT



PROGRAM YOUR STATION WITH THESE ZIV SHOWS

To get business, get the audience ...with ZIV Shows

In the ZIV tradition of fine shows, all these and more ZIV productions are building audience for 675 stations . . . building sales for 1185 sponsors . . . to help both get more business in an increasingly competitive economic market. Write or wire for details today.

Favorite Story

Radio's most brilliant dramatic half hour, with Mr. Ronald Colman as host and narrator. Outstanding cast includes Benita Hume, Edna Best, Lionel Stander, Vincent Price, Lurene Tuttle. Symphonic orchestra, Claude Sweeten, musical director

Wayne King Show

A glorious half hour featuring the incomparable music of the waltz king, his golden saxophone and his orchestra, with vocals by Nancy Evans and Larry Douglas; Franklyn MacCormack, narrator.

SONGS OF GOOD CHEER

A choir of gorgeous voices, and guest soloists, in a quarter hour of favorite songs. Orchestra directed by Vladimir Selinsky; narrator, Lawrence Elliott

Sincerely—Kenny Baker

A sparkling quarter-hour musical, starring America's favorite romantic tenor, with Jimmy Wallington, Donna Dae, and the music of Buddy Cole and his men.

OLD CORRAL

Starring Pappy Cheshire, famous western storyteller, and a big cast of vocalists and instrumentalists in songs of the open range

PLEASURE PARADE

Vincent Lopez, Milton Cross, Jimmy Wallington, the Modernaires, Paula Kelly, Dick Brown, Lillian Cornell, the Pleasure Parade orchestra and guests in a lavish quarter-hour musical.

BOSTON BLACKIE

One of radio's top mystery shows. Top ratings everywhere . . . Louisville, 21.7 . . . Youngstown, 21.3 . . . Cincinnati, 16.9 . . . Minneapolis, 16.5. Radio's best point-per-dollar buy.

EASY ACES

America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.

Lightning Jim

Western adventure stories, featuring the greatest U. S. Marshal ever to ride the western plains. Complete merchandising plan with premiums.

BARRY WOOD SHOW

A smooth-as-silk quarter hour, with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvern and his orchestra.

PHILO VANCE

S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Each program a complete story.

KORN KOBBLERS

The band of a thousand gadgets and a million laughs . . . presenting a wide variety of music ranging from the classics to comedy and novelty tunes.

MORE PROGRAMS FOR MORE SPONSORS, ON MORE STATIONS

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

VISIT OUR BOOTH No. 110-112-114 N.A.B. CONVENTION

VII—Little Change in Banking, Insurance

ALTHOUGH banking and insurance advertising on the networks this year may top last year's total of $4,221,743 slightly if it continues at its present rate, this field can scarcely be called one of radio's major developments. The only new program from this field on this fall's network schedule is *Point Sublime*, to start Oct. 4 for a Saturday evening half-hour on a western CBS hook-up. And it represents a trade down at that, as its sponsor, John Hancock Mutual Insurance Co., last winter presented the Boston Symphony for a full hour on a much larger ABC network.

The picture is about the same in the spot radio field. Metropolitan Life, which started the year with programs on some 44 stations, assumed sponsorship of Eric Sevareid's quarter-hour newscasts on a CBS network of 25 stations and cut its spot list by just about that many. Seabord Finance Corp. uses news, music and announcements on about 50 stations; California Physicians Service (Blue Cross) has *California Caravan* a half-hour a week on a 13-station ABC hookup in California; Anglo-California National Bank has a quarter-hour auto news show each week on 11 Don Lee stations in Northern California.

Better Locally

Locally the situation is somewhat better. Banks in seven cities are using the *Newsweek Periscope* quarter-hour series arranged by the Consumers Bankers Assn. for its members, with some 40 other banks reported having the program under consideration. Network co-op shows, a pretty good barometer of local radio advertising, have 135 sponsors in the banking and insurance field.

Holgar J. Johnson, president of the Institute of Life Insurance, in a statement which terms life insurance "one of the best sold ideas in America today," reports that it is still making unprecedented progress. "In the past year," he states, "the total life insurance owned in the United States has increased by 17 billion dollars to a record $180 billions at mid-year 1947. That is a rise of $27 billions in two years and $57 billions in five years. Such growth in war years is evidence of the public recognition of life insurance as a necessary part of family security.

"In our modern society," Mr. Johnson continues, "all business has a responsibility to do something in the field of public service, over and above the operation of its own business. This is especially true for life insurance which plays such an important part in the economy of the nation. Therefore, the life insurance business, as a part of its public relations, has embarked on a program to assist American families in their problems of money management. This program was based on the thesis that what this country amounts to depends on what happens to its homes, and that the solidarity of the American home would be helped by such a campaign.

"Even though this program was developed as a public service campaign, the business itself has a real stake in the home life of our people. Actually, the very life of our business depends on the stability of the home. But any contribution we can make to the solidarity of the home by encouraging families in the ways of wise money management will be a contribution to stronger families and a stronger nation. The widespread and enthusiastic commendation of this effort received by the life insurance companies and their agents reflects the good-will it is creating for our business and the public recognition of life insurance as one of the important components of the American economy."

There would seem to be an opportunity here for radio to play a larger part in this public service campaign, than it has heretofore done.

Network Time Costs, Jan.-June, 1947

Class 7. FINANCIAL & INSURANCE—$2,754,722

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
PRUDENTIAL INSURANCE CO., $971,053*						
Family Hour	Insurance	CBS-154	Sun. 5-5:30 p.m.	8/31/41—		Benton & Bowles
Jack Berch	Insurance	NBC-134	M-F, 11:30-11:45 a.m.	9/30/46—		Benton & Bowles
EQUITABLE LIFE ASSURANCE SOCIETY, $379,954*						
This Is Your FBI	Insurance	ABC-216	Fri. 8:30-9 p.m.	4/6/45—		Warwick & Legler
MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION OF OMAHA, $361,662*						
Gabriel Heatter	Insurance	MBS-306	Sun. 10-10:30 p.m. (Changed to 7:30-8 p.m., starting 8/10)	10/13/46—		Arthur C. Meyerhoff & Co.
METROPOLITAN LIFE INSURANCE CO., $258,805*						
Eric Sevareid	Insurance	CBS-25	M-F, 6-6:15 p.m.	2/17/47—		Young & Rubicam
HOUSEHOLD FINANCE CORP., $252,828*						
That's Finnegan	Personal Loans	CBS-59	Thu. 10:30-11 p.m.	6/27/46-3/20/47		Shaw-Le Vally
The Whistler	Personal Loans	CBS-59	Wed. 10-10:30 p.m.	3/26/47—		Shaw-Le Vally
JOHN HANCOCK MUTUAL LIFE INSURANCE CO. $210,822*						
Boston Symphony	Insurance	ABC-68	Tue. 8:30-9:30 p.m.	1/21/47-4/22/47		BBDO
Point Sublime	Insurance	CBS-14	Sat. 7:30-8 p.m. PST	10/4/47—		McCann-Erickson

* Source: Publishers Information Bureau.

Drugs

(Continued from page 82)

chandise. The toilet soap, dentifrice and shampoo businesses are conspicuous examples of this success.

"Radio has also been used by sellers of more expensive and less utility merchandise in this field but the results have not been as spectacular and it is probably in the nature of things that they cannot be spectacular. We shall continue to be a large radio advertising industry but, in my opinion, the chief users of radio in our field will be those who sell the daily essentials of cosmetic care in the low to medium price brackets. For merchandise of less limited value radio is far too expensive for the results generally achieved.

"Twenty years ago I wrote a series of articles on radio advertising for one of the trade magazines. If there was any theme in these articles it was that whatever the type of program used, it had to be done superlatively well in order to pay the advertiser. I think that is still sound principle and I believe it is the one which will guide the activities of large radio advertisers in the cosmetic field for many years to come."

VIII—10% Hike in Food Programs Seen

"MOST manufacturers of quality food and grocery products report that business is good and the outlook bright," Paul S. Willis, president, Grocery Manufacturers of America, declared last month in a statement to BROADCASTING. This view is confirmed in cold figures by the U.S. Dept. of Commerce report that retail grocery sales in the first six months of the year totaled $10,649,000,000, more than two billion above the same period of 1946. Standard Brands for the half reported a 20% increase in sales over the first half of last year, General Foods a 25% increase and Best Foods a 7% increase. The National Assn. of Retail Grocers reported that sales of independent grocers were up 22% in the first half of this year.

Swift Programs

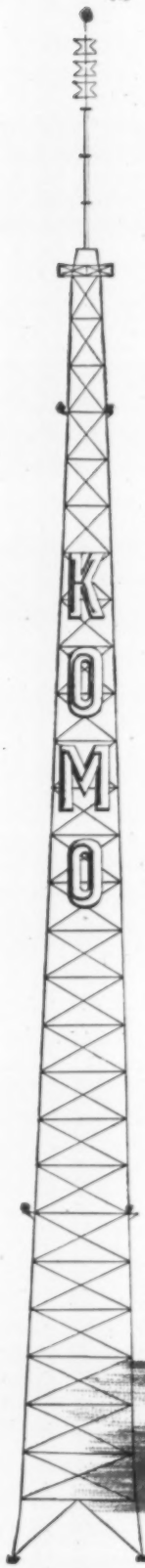
Network gross time sales to food companies during the Jan.-June period totaled $22,098,087, a rate which if continued will bring the year's total to about 10% more than last year's $42,834,713. And, with most of the 40 network food advertisers maintaining or increasing their schedules the indications are that the increase over 1946 will more likely be 20% than 10%. Swift & Co., for example, during the first six months sponsored 30 minutes of ABC's *Breakfast Club* across the board and in August started *Archie Andrews* on NBC Saturday, 10:30-11 a.m., and in November will take over the following half-hour on NBC for a new program, *Meet the Meeks*, to bring its network total to three programs.

Kraft Foods in June added a second NBC program, *Summerfield Band Concert*, on Wednesday evenings, to its veteran *Kraft Music Hall* Thursday NBC series. Armour & Co. in July stepped up its five-afternoons-a-week *Hint Hunt* show on CBS from 15 to 25 minutes, using the extra ten to plug its meats (the first 15 are for soap). More recently Armour has assumed sponsorship of Mutual's *Queen for a Day* twice-weekly on 123 southern stations not used by Philip Morris, sharing the billing with Miles Labs. Ballard & Ballard this month quadrupled its sponsorship of *Renfro Valley Folks* on CBS from a Sunday morning half-hour to a Thursday through Sunday operation. American Bird Products in October brings back its canary chorus to Mutual for another Sunday afternoon quarter-hour series.

In the spot radio field food advertising is just as important as it is on the networks. To cite only a few of the hundreds of spot campaigns for food products, National Biscuit Co. is launching a fall campaign for Nabisco Shredded Wheat

(Continued on page 88)

Intensive Influence

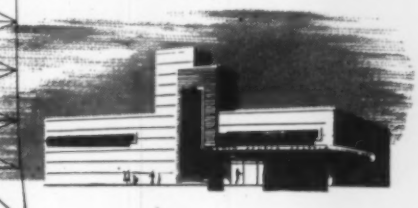


Business men know the value of having the "right person see the right person." That's the type of influence that gets results—strengthens customer relations. KOMO provides this Intensive Influence.

For 21 years this NBC outlet for the Puget Sound country has been a friendly, respected, dominant force in its big, rich market. Since its inception *KOMO has enjoyed the largest audience of any station in this area.*

A majority of advertisers, local and national, assure attention for their messages by using this proved leadership and popularity. Let KOMO exert Intensive Influence for you. It sells the market surely, quickly, economically.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.



NBC AFFILIATE

FOR SEATTLE TACOMA AND THE PUGET SOUND COUNTRY

KOMO

National Representatives: EDWARD PETRY & CO. Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

Food

(Continued from page 86)

of five, ten and 15-minute musical clock programs on 118 stations, averaging ten times a week on each station, next month will start Lew Lacey's 15-minute newscasts on 23 NBC Pacific stations. General Foods for Birds Eye Frozen Foods is using spots and participations on about 100 stations. Hills Bros. this month is beginning a campaign for Dromendary dates and other foods, using women's participation programs.

Canned Food Time

Rosefield Packing Co. continues its *Hollywood Theatre* half-hour transcribed dramatic series on 36 stations for Skippy peanut butter. California Packing Co. is advertising its canned goods with announcements on a large number of stations across the country. Flothill Food Products will begin a national campaign of announcements about Oct. 1 as part of a $265,000 advertising drive for its canned foods, with radio slated for 35% of that billing. Washington State Apple Commission and California Fig Institute are both planning extensive spot campaigns when their crops are picked.

Food companies are also important regional advertisers. Kroger Grocery & Baking Co. continues *Linda's First Love*, transcribed daytime serial, on about 25 midwestern stations year in and year out. Lindsay Ripe Olive Co. and Fisher Flouring Mills are sponsoring Mutual's Kate Smith series on 43 Don Lee stations. J. A. Folger & Co. is also on 43 Don Lee stations with *Breakfast News* for its coffee, as well as sponsoring Frank Hemingway on 18 ABC Pacific stations. And, as in the case of spot, those are only a few examples.

Locally, food advertising is still important radio business. More than 225 local groceries, bakeries and other food purveyors sponsor network cooperative programs alone, which gives an indication of the total volume of this type of advertising on local stations.

Demand for Brands

Describing the outlook for the food business, on which radio's business from food advertising must depend, Mr. Willis pointed out that "although production costs and government buying for export complicate the picture to some degree, untempered consumer demand for known brands assures continued high sales for processors of quality food products which have a real public acceptance." And that's a tribute as well as good news for radio, which has contributed much toward the public acceptance of many of those brands.

"From the standpoint of supply," Mr. Willis stated, "the increasing availability of once scarce processing ingredients such as sugar, fats and oils, coupled with an all-out production effort by both farmers and manufacturers, forecasts a plentiful supply of almost all grocery store products.

"With regard to prices, it seems apparent that high production costs and foreign demands for U.S. foods will work to prevent any major downward revision although all industry factors are striving to produce and distribute essential goods at lowest possible prices.

"It is to be expected that the grocery manufacturing industry, largest user of radio time at present, will continue to merchandise its products over the air waves in similar fashion. GMA members topped radio expenditure lists in 1946 and a universal recognition of the fact that increased competition calls for increased advertising appropriations indicates that they will do so again in 1947."

Network Time Costs, Jan.-June, 1947

Class 8. FOODS & FOOD BEVERAGES—$22,098,087

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
GENERAL FOODS CORP., $3,522,435*						
Adventures of the Thin Man (Summer hiatus, 6/6-7/25)	Sanka	CBS-146	Fri. 8:30-8:55 p.m.	1/8/43—		Young & Rubicam
Aldrich Family (Summer hiatus, 7/3-9/25)	Grape-Nuts	NBC-141	Thu. 8-8:30 p.m.	9/5/46—		Young & Rubicam
Baby Snooks (Summer hiatus, 6/6-7/25)	Jello	CBS-149	Fri. 8-8:30 p.m.	9/17/44—		Young & Rubicam
Buck Rogers	Corn Toasties	MBS-270	M-F, 4:45-5 p.m.	9/30/46-3/28/47		Benton & Bowles
Burns & Allen (Frances Langford, summer replacement, 6/5-8/28)	Maxwell House	NBC-143	Thu. 8:30-9 p.m.	9/20/45—		Benton & Bowles
House of Mystery	Corn Toasties, Raisin Bran	MBS-300	Sun. 4-4:30 p.m.	9/15/45—		Benton & Bowles
Juvenile Jury (Summer hiatus, 6/8-8/31)	Gaines Dog Food	MBS-91	Sun. 3:30-4 p.m.	12/18/46—		Benton & Bowles
Kate Smith Sings	Postum	CBS-146	Sun. 6:30-7 p.m.	9/30/37-6/29/47		Foote, Cone & Belding
Kate Smith Speaks	Raisin Bran	CBS-145	M-F, 12-12:15 p.m.	10/4/38-6/20/47		Benton & Bowles
Wendy Warren	Raisin Bran	CBS-145	M-F, 12-12:15 p.m.	6/23/47—		Benton & Bowles
McGarry & His Mouse	Sanka	MBS-40	Mon. 8-8:30 p.m.	1/6/47-3/31/47		Young & Rubicam
Portia Faces Life	Grape-Nuts Wheat Meal, Maxwell House	NBC-87	M-F, 5:15-5:30 p.m.	10/2/44—		Benton & Bowles
Second Mrs. Burton	LaFrance, Satina	CBS-65	M-F, 2-2:15 p.m.	10/2/44—		Young & Rubicam
When a Girl Marries	Calumet, Baker's	NBC-76	M-F, 5-5:15 p.m.	9/29/41—		Benton & Bowles Young & Rubicam
GENERAL MILLS, $3,174,406*						
Betty Crocker	Bisquick, Softasilk	ABC-57 (Full network, starting 9/1)	M-F, 10:25-10:45 a.m.	7/2/45—		Dancer-Fitzgerald-Sample
Betty Crocker	Softasilk	NBC-132	M-F, 2:40-2:45 p.m.	5/30/38—		Knox Reeves Adv. Agcy.
Famous Jury Trials	Cheerios, etc.	ABC-115	Sat. 8:30-9 p.m.	6/7/47—		Dancer-Fitzgerald-Sample
Green Hornet	Cheerios, etc.	ABC-115	Tue. 7:30-8 p.m.	6/3/47—		Dancer-Fitzgerald-Sample
Hymns of All Churches	Gold Medal Flour, etc.	ABC-132	M-F, 10:25-10:45 a.m.	7/2/45-8/29/47		Dancer-Fitzgerald-Sample
Jack Armstrong (Summer hiatus, 6/25-9/26)	Wheaties	ABC-191	M-F, 5:30-5:45 p.m.	8/31/42—		Knox Reeves Adv. Agcy.
Light of the World	Gold Medal, Cheerios	NBC-48	M-F, 2:45-3 p.m.	12/2/46—		Dancer-Fitzgerald-Sample
Lone Ranger	Kix	ABC-70	M, W, F, 7:30-8 p.m.	5/4/42—		Dancer-Fitzgerald-Sample
Masquerade	Wheaties, Soups, Pyekwick	NBC-132	M-F, 2:27-2:40 p.m.	1/14/46—		Knox Reeves Adv. Agcy.
Today's Children	Wheaties, Soups	NBC-132	M-F, 2-2:15 p.m.	12/13/43—		Knox Reeves Adv. Agcy.
Woman in White	Bisquick, Soups	NBC-132	M-F, 2:15-2:27 p.m.	6/5/44—		Knox Reeves Adv. Agcy.
This Woman's Secret	Sperry Products	NBC-11	M-F, 4-4:15 p.m. PST	.....		Knox Reeves Adv. Agcy.
Sam Hayes	Sperry Products	NBC-8	M-F, 7:45-8 a.m. PST	.....		Knox Reeves Adv. Agcy.
CAMPBELL SOUP CO., $1,844,498*						
Carroll Alcott	All products	CBS-11	M-Sa, 8:55-9 a.m. PST	10/1/45—		Ward Wheelock Co.
Club 15	Franco-American Spaghetti	CBS-144	M-F, 7:30-7:45 p.m.	6/30/47—		Ward Wheelock Co.
Double or Nothing	Soups	CBS-41	M-F, 3-3:30 p.m.	6/30/47—		Ward Wheelock Co.
Hildegarde	Soups	CBS-145	Sun. 9-9:30 p.m.	10/6/46-3/30/47		Ward Wheelock Co.
Meet Corliss Archer	Soups	CBC-30 CBS-145 CBC-30	Sun. 9-9:30 p.m.	4/6/47—		Ward Wheelock Co.
Jack Carson	Soups	CBS-145 CBC-29	Wed. 8-8:30 p.m.	6/2/43-6/25/47		Ward Wheelock Co.
Robert Trout (Edward R. Murrow replaces Robert Trout on 9/29/47)	Soups	CBS-127	M-F, 7:45-8 p.m.	4/1/46—		Ward Wheelock Co.
KELLOGG CO., $1,438,562*						
Breakfast in Hollywood	Pep, All-Bran	ABC-233	M-F, 11:15-11:30 a.m.	5/3/45—		Kenyon & Eckhardt
Hollywood Story	Raisin Bran, Pep	ABC-96	M-F, 11:30-11:45 a.m.	12/30/46-6/27/47		Kenyon & Eckhardt
Galen Drake	Pep, Shredded Wheat, Raisin Bran	ABC-109 (Took over full network, 6/30)	M-F, 11:30-11:45 a.m.	12/30/46—		Kenyon & Eckhardt
Superman (Summer hiatus, 6/2-9/5)	All cereals	MBS-203	M-F, 5-5:15 p.m.	1/4/43—		Kenyon & Eckhardt
SWIFT & CO., $1,364,195*						
Breakfast Club	Meats	ABC-268	M-F, 9:15-9:45 a.m.	2/8/41—		J. Walter Thompson Co.
Archie Andrews	Meats	NBC-159	Sat. 10:30-11 a.m.	8/9/47—		J. Walter Thompson Co.
Meet the Meeks	Allsweet	NBC-161	Sat. 11-11:30 a.m.	11/8/47—		J. Walter Thompson Co.
QUAKER OATS CO., $1,245,806*						
Ladies Be Seated	Aunt Jemina Pancake Flour	ABC-206	M-F, 3-3:15 p.m.	6/18/45—		LaRoche & Ellis
Terry and the Pirates (Summer hiatus, 7/1-8/25)	Puffed Wheat, Rice Sparkies	ABC-204	M-F, 5-5:15 p.m.	2/1/43—		Sherman & Marquette
Those Websters	Oatmeal	MBS-323	Sun. 6-6:30 p.m.	3/3/46—		Ruthrauff & Ryan

* Source: Publishers Information Bureau.

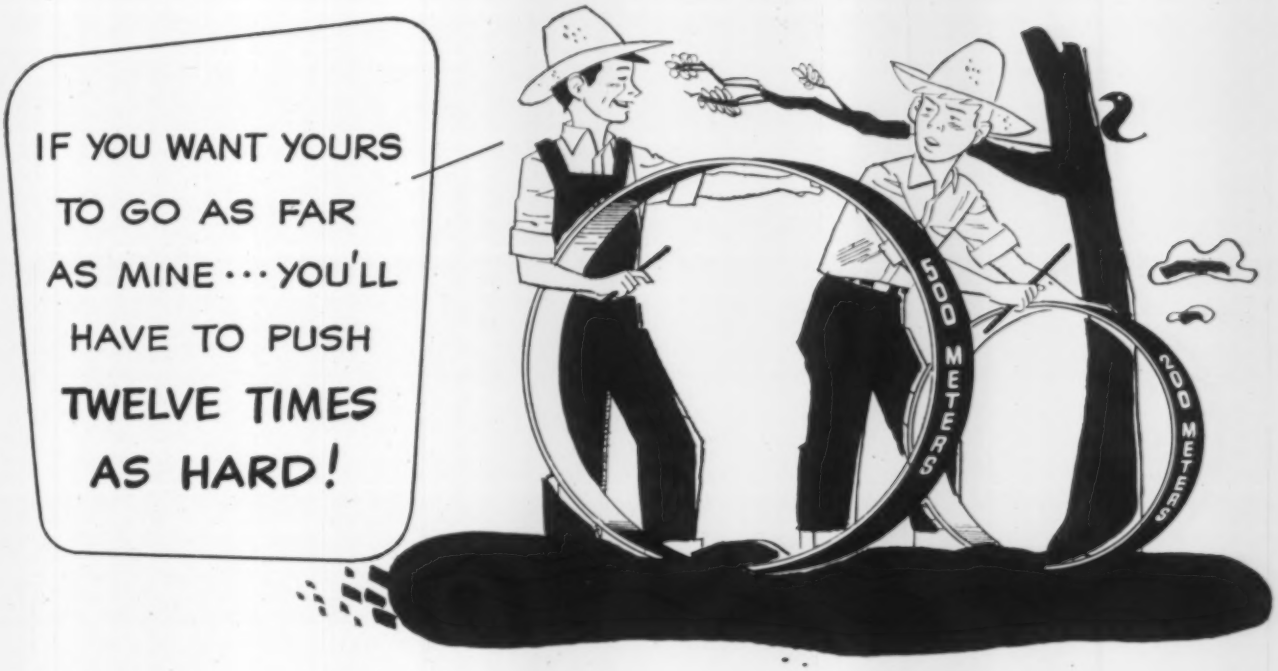
IX—Seed Firms Buy Time

WITH an expenditure of $196,282 for network time during the first half of 1947, the lone network advertiser in this class has already come close to doubling the category's network business for the entire year of 1946, when it amassed a grand total of $107,520. But the going will be at a slower pace for the balance of the year, as the Ferry Morse Seed Co. has dropped its *Garden Gate* Saturday morning series on CBS and remains a network advertiser by courtesy of its Saturday afternoon series on a six-station CBS Pacific Network hookup.

Spotwise, there were more advertisers, but probably a lot less billing. The Rorabaugh Report for early summer lists Coconut Meal on three stations; Dunlop Challenger Feeds on one; Fruitone, Rootone, Transplantone and Weedone sharing a single quarter-hour a week on one station; Garst & Thomas Hybred Corn on three, after starting the year on 10 stations in January; Kellogg's Feeds on seven; Northrup, King Seeds on three; Moorman Mineral Supplements on two; Pay-U Mineral Supplements on one; Murphy Feeds on eight;

(Continued on page 90)

WOW .... the farm boy with the big Hoop ★



HERE'S the explanation: Natural and man-made obstacles impede the progress of radio waves. Long waves (low frequencies) are impeded much less than short waves (high frequencies) and hence go much farther with less power than shorter waves.

It requires approximately TWELVE TIMES as much power to push a radio signal a given distance on wavelength of 270 meters as is required on a wavelength of 508 meters.

508.2 METERS = 590 KC.

272 METERS = 1100 KC.

ASK ANY ENGINEER

★ Also the station with the BIG HOOPERS!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Garden & Field

(Continued from page 88)

Pioneer Hi-Bred Corn on two; Sterling Feeds on two and Ralston Feeds on 19.

The record shows somewhat more activity in the spring, but at best this category does not seem destined to become a major radio factor.

Network Time Costs, Jan.-June, 1947

Class 9. GARDEN & FIELD—$196,282

Leading Network Advertisers Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
FERRY MORSE SEED CO., $196,282*						
Garden Gate	Seeds	CBS-152	Sat. 9:15-9:30 a.m.	2/3/45	5/10/47	McManus, John & Adam
Time for Rolly Langley	Seeds	CBS-6	Fri. 4:30-4:45 p.m. (Changed to Sat., 4-4:15 p.m., starting 5/24)	8/4/45	—	McManus, John & Adam

* Source: Publishers Information Bureau.

X—Furniture Firms Increasing Radio Use

NETWORK advertising for the first six months of 1947 indicates little change from last year's level, showing $2,300,000 for the six-month period against approximately $5,000,000 for the full year of 1946. Outlook for the remainder of the year is better, however, since General Electric has reentered network radio this fall by sponsoring Fred Waring on NBC, Mon., 10:30-11 p.m., and *Willie Piper* on ABC, Thurs., 9-9:30 p.m., both programs in the interests of the GE lamp division. For its appliance and merchandise division GE has arranged to resume full sponsorship Dec. 1 of *House Party* five afternoon half-hours a week on CBS. Company sponsored this show from 1945 until last January, since then it has been a CBS co-op program.

Appliance Sales Good

Leading network advertisers in this group are in the electrical appliance field, which seems natural as the electrical industry this year is setting new production and sales records. According to figures compiled by the National Electrical Manufacturers Assn. from reports made to NEMA by leading companies in the industry, unit sales of 19 makers of electric ranges totaled 473,057 for the first half of 1947 as against 183,518 for the like period of 1946, more even than the full 1946 sales of 388,162 units. Electric water heaters, with 29 companies reporting, totaled 397,049 unit sales in Jan.-June 1947, compared with 138,885 in the same six months of 1946. Electric refrigerators for homes had unit sales of 1,477,191 in the first half of 1947, up from 672,898 in the same part of 1946.

The Vacuum Cleaner Manufacturers Assn. reported 1,831,840 units for the first half of 1947, 80% of the entire 1946 total and 10% better than the full year of 1941, best prewar year of this industry. Similarly the American Washer & Ironer Manufacturers Assn. reported an output of 1,754,639 washers in the first six months of this year, compared with 2,023,981 for the full year of 1946 and with 1,959,887 for the full year of 1941, last prewar year. The Dept. of Commerce estimates total sales of electrical wholesalers during the first half of 1947 at $1,541,000,000, as compared with $702,000,000 for the like part of 1946 and $1,953,000,000 for the full year of 1946.

In addition to the network advertisers shown on the accompanying table, Ronson Art Metal Works sponsors *Twenty Questions* on Mutual, Saturday, 8-8:30 p.m., for its table lighters. Sealy Mattress Co. sponsors Alvin Wilder for a Tuesday evening quarter-hour on an ABC West Coast network. McMahon Furniture Stores uses Knox Manning for a noontime quarter-hour Monday through Friday on a CBS Pacific hookup. National Pressure Cooker Co. advertises with *Meet the Missus* on CBS Pacific and Mountain stations.

In the spot radio field, Southern Spring Bed Co. has placed a 15-minute transcribed program, *Moon Dreams*, twice weekly on 90 Southern stations. Esmond Mills uses five-minute programs, five times a week, on 11 stations for its baby blankets. Westinghouse, in addition to its ABC program, is sponsoring Kate Smith's co-op show on Mutual on 13 stations. Tappan Gas Range Co. has a musical recorded program for use on a dealer tie-in basis.

Revere Copper & Brass Co., which in August discontinued its institutional series, *Exploring the Unknown*, after several years on Mutual, is planning to return to radio in the late fall or winter with a direct selling campaign for its new line of kitchen ware. Originally considering a network daytime program, company lately has switched its plans and will probably use spots, participating shows and co-op programs.

But, like the clothing and dry goods category, a large part of furniture and household equipment advertising takes place at the local level. More than 130 local furniture and electrical appliance dealers sponsor network co-op shows in their communities. Countless others use local radio with syndicated transcription or locally built programs.

Network Time Costs, Jan.-June, 1947

Class 10. HOUSE FURNITURE & FURNISHINGS—$2,310,056

Leading Network Advertisers Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
PHILCO CORP., $670,083*						
Breakfast Club	Refrigerator	ABC-241	M-F, 9:45-10 a.m.	9/3/45	—	Hutchins Adv. Co.
WESTINGHOUSE ELECTRIC CORP., $494,924*						
Ted Malone	Landromat, Range, etc.	ABC-198	M, W, F, 11:45 a.m.-noon	6/14/44	—	McCann-Erickson
GENERAL MOTORS CORP., $415,284*						
Hollywood Startime	Frigidaire	CBS-158	Sat. 8-8:30 p.m.	1/6/46	3/29/47	Foote, Cone & Belding
Man Called X	Frigidaire	CBS-158	Thu. 10:30-11 p.m.	4/3/47	—	Foote, Cone & Belding
ANCHOR HOCKING GLASS CORP., $400,743*						
Crime Photographer	Anchorglass, Ovenglass	CBS-144	Thu. 9:30-10 p.m.	8/8/46	—	William H. Weintraub & Co.
ARMSTRONG CORK CO., $207,348*						
Theater of Today	Floor Coverings	CBS-158	Sat. 12-12:30 p.m.	10/4/41	—	BBDO
CLUB ALUMINUM PRODUCTS CO., $57,246*						
Club Time	Utensils	ABC-49	Mon. 10:45-11 a.m.	10/20/45	—	Swaney, Drake & Bement

* Source: Publishers Information Bureau.

UNDER INSPECTION goes new equipment to be used by WLWT, Crosley television station in Cincinnati which early next year will supplant W8XCT, experimental station now in operation. Crosley also has permits for video outlets in Dayton and Columbus. Looking things over are (l to r): J. R. Duncan, acting television manager; James D Shouse, president, Crosley Broadcasting Corp, and Phil Konkle, supervisor of installation.

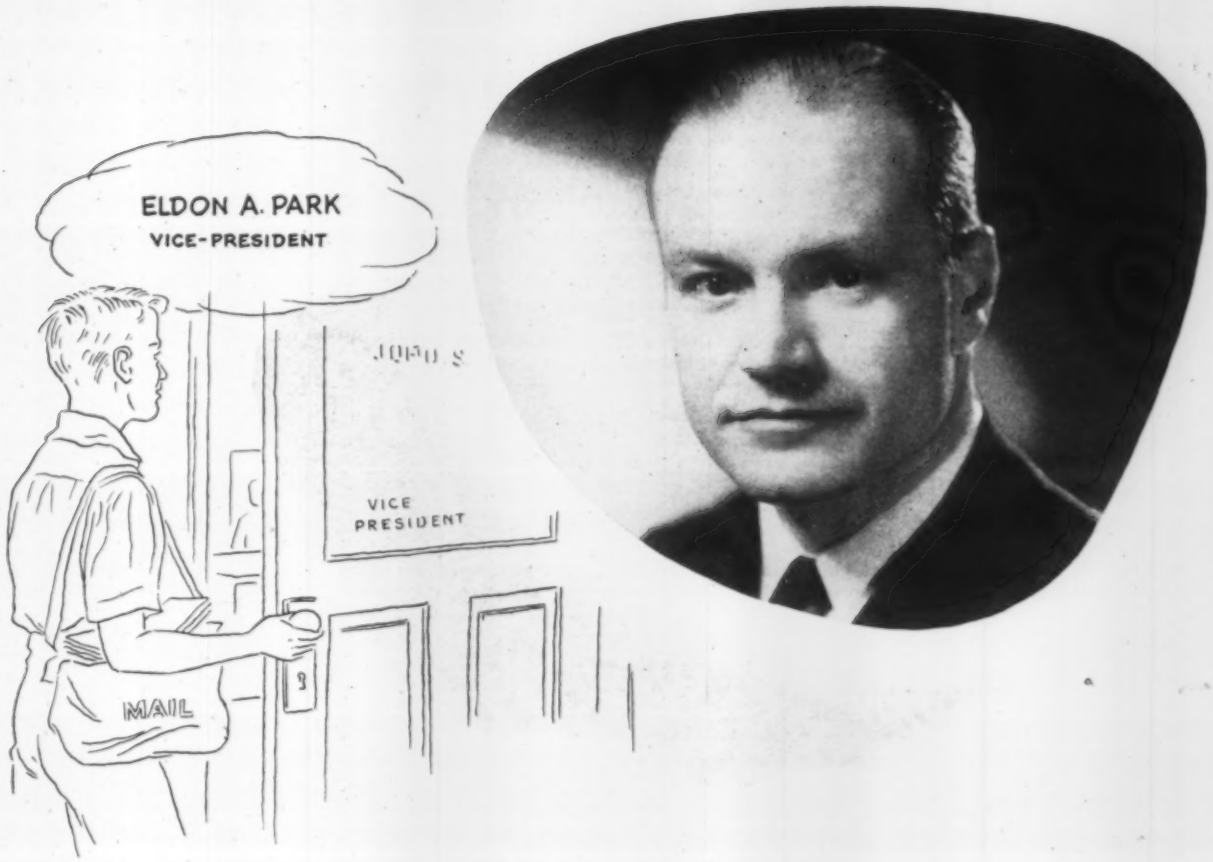
XI—Jewelry Fall Budgets Up

NETWORK advertising for jewelry and silverware for the first six months of 1947 is lagging slightly behind last year's rate of billings, which in 1946 totaled $1,214,058. However, those included the two two-hour all-star programs broadcast on CBS on Thanksgiving and Christmas afternoons under the sponsorship of Elgin National Watch Co., which added $51,616 to the network's gross for the year. Elgin will be back again with those holiday programs this winter, boosting the network income for the second half again. Otherwise, Elgin uses no radio, but it is sponsoring time signals on television stations in New York, Chicago and Los Angeles.

Good Year For Bulova

Spot radio advertisers in this category include Bulova Watch

(Continued on page 92)



the first 18 years are the toughest

Radio is barely past its twenty-fifth birthday. Relatively few can claim 18 years' experience in the broadcasting industry . . . and darned few can boast of 18 years with the same station.

But that's the history of Eldon A Park, whose only full-time employer during his thirty-eight years has been WLW.

He's in a rut, you say? Then consider: In his 18 years with The Nation's Station, Eldon has come up from part-time office boy to Vice-President in Charge of Programs . . . with administrative responsibility for the million dollars a year WLW spends on programming.

As everyone who knows him will testify, there's no secret behind the success of this "Horatio Alger of Crosley Square" other than conscientious hard work and vigorous enthusiasm for the job.

One tenet Park lives by, however, has served him well . . . "encourage new talent —never give newcomers the brushoff." Because as he looks back over the long roster of radio stars who began their careers at WLW, he's convinced there's plenty more where they came from.

Under Park's supervision, and with the able assistance of Chet Herman and Milton Wiener, the WLW Program Department is a smoothly-functioning organization comprised of scores of writers, producers, directors, musicians, announcers, and talent of all types. It is more than adequately equipped to turn out anything from a spot announcement to a full hour of musical-variety . . . and do it in the professional manner which has won the station many top national awards for program excellence—has built and retained one of the largest, most-loyal audiences in the world.

Jewelry

(Continued from page 90)

Co., pioneer user of time signals, which the company currently uses on approximately 250 stations. John H. Ballard, Bulova president, told the company's stockholders at their annual meeting that 1947 is proving an exceptionally good year for their company, which has accordingly expanded its capacity. The jewelry business picked up notably in May and June, he reported, with the outlook good for the immediate future.

Longines-Wittnauer Watch Co. is another major user of non-network radio, continuing the half-hour symphonic transcribed programs, *Longines Symphonette*, up to five times a week on 125 stations. Waltham Watch Co. in June began using from 19 to 70 announcements in Boston, New York, Washington and Cincinnati. Hamilton Watch Co. is itself using no radio but some of its dealers are doing so independently. More than 40 local jewelry companies sponsor network cooperative programs indicative of the local volume in this field.

Aside from watches, International Silver Co., in addition to continuing its Sunday night program on CBS for its table silver, this fall begins an adaptation of this same series in French on a number of stations in eastern Canada. Elgin American Co. will be back again this autumn with its usual pre-Christmas campaign for its compacts and cigarette cases. Company last year used transcribed programs in selected major markets, this year will use evening chain breaks and daytime announcements in 38 cities.

While no other fall plans have been announced for jewelry, silverware or watches, it may be expected that other companies in this field will use radio to promote their products as Christmas gifts.

Network Time Costs, Jan.-June, 1947

Class 11. JEWELRY & SILVERWARE—$538,946

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
INTERNATIONAL SILVER CO., $292,591*						
Adventures of Ozzie & Harriet (Silver Theater, summer replacement, 6/8-8/24)	Sterling, Rogers 1847	CBS-153 CBC-24	Sun. 6-6:30 p.m.	10/8/44—		Young & Rubicam
HELBROS WATCH CO., $223,122*						
Quick as a Flash (Abbott Mysteries, summer replacement, 6/8-9/7)	Watches	MBS-294	Sun. 5:30-6 p.m.	7/16/44—		William H. Weintraub & Co.
HARVEL WATCH CO., $23,233*						
It's Harvel Music Time	Watches	ABC-61	Sun. 1-1:15 p.m.	9/15/46-3/9/47		A. W. Lewin Co.

* Source: Publishers Information Bureau.

XII—Oil, Gas Billings Remain Unchanged

JUDGED by network billings, the lubricants and fuel category, largely gasoline and motor oil, is going along at just about its 1946 rate, with slightly better than three million dollars for the first half of 1947 as against slightly less than six and three-quarters million for the full year of 1946. And, with the *Victor Borge Show* going off NBC the end of June without a replacement, the second half is likely to be somewhat under the first.

Demand High

William R. Boyd Jr., president, American Petroleum Institute, told BROADCASTING that the present demand for petroleum products is "at the highest level in history, an unprecedented increase over previous years. Indications," he stated, "are that this high level of demand for oil and natural gas not only will continue, but will increase."

Pointing out that "the industry is constantly engaged in research to obtain new sources of liquid fuels and lubricants as well as the continuing search for new oil fields throughout the world," Mr. Boyd expressed confidence in the ability of the petroleum industry to continue to meet the demands of the American public for its products.

"Our present need is for new facilities," he stated. "Toward that end the industry has earmarked an expenditure of four billion dollars for expansion this year and next.

"The industry is completely aware of its responsibility to keep the public informed of its actions, its problems and its products," he asserted. "Every avenue of reaching the public must be employed to disseminate that information. Radio has played a great part in the past in so doing and has been widely used by the industry. I am confident that situation will continue."

Early fall indications are that Mr. Boyd's confidence is not misplaced. Atlantic Refining Co., winding up a summer of sponsoring baseball on more than 40 stations in the company's area of distribution along the Atlantic coast, is looking forward to the biggest lineup of college, professional and high school football play-by-play broadcasting in the company's history, covering the eastern part of the country from New England to Florida and Ohio.

Football for Standard of Ind.

In the midwest Standard Oil of Indiana is likewise going in for football this fall, sponsoring all games of the state universities of Michigan, Iowa, Nebraska and Colorado and the away-from-home games of the U. of Minnesota on a major station in each area. Company will also sponsor a "game of the week" series in St. Louis and the full regular season of the Chicago Bears professional team on three stations.

The Wadhams Division of Socony-Vacuum for the 19th consecutive year will broadcast the games of the Green Bay Packers pro team on WTMJ Milwaukee, in addition to its daily *Sports Flash* programs. Shell Oil Co. is also sponsoring college football broadcasts in three midwestern markets, Chicago, Cedar Rapids and St. Louis. Shell is also continuing its 10 and 15-minute sports and news programs six times weekly on 35 stations.

On the west coast General Petroleum Corp. on Sept. 24 will start Sam Hayes Football Roundup on a 49-station Don Lee network. Tidewater Associated Oil Co. continues its amateur sports broadcasts on the coast, as well as the weekly half-hour *Boston Blackie* broadcasts on nine midwestern stations and announcements on a tenth. Two oil companies, Mid-Continent Petroleum Corp. and Gafill Oil Co., have joined forces with Pennsylvania Rubber Co. for a three-way sponsorship of the Joe Boland sports program on WSBT South Bend, Ind.

Texaco

On the national networks, Texas Co. will bring the Metropolitan Opera broadcasts back to ABC each Saturday afternoon during the New York opera season, in addition to continuing Tony Martin on CBS. American Oil Co. continues its *Professor Quiz* Saturday night series on ABC. Sun Oil also continues its Monday-through-Friday news programs on NBC, on Sept. 29, replacing Lowell Thomas with Ray Henle, Felix Morley and Ned Brooks.

Skelly Oil Co. maintains its spon-

(Continued on page 94)

Network Time Costs, Jan.-June, 1947

Class 12. LUBRICANTS, FUEL, etc.—$3,057,768

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
TEXAS CO., $566,689*						
Eddie Bracken	Gas, Oil	CBS-160 CBC-31	Sun. 9:30-10 p.m.	9/29/46-3/23/47		Buchanan & Co.
Tony Martin	Gas, Oil	CBS-160 CBC-31	Sun. 9:30-10 p.m.	3/30/47—		Kudner Agency
Metropolitan Opera	Gas, Oil	ABC-207	Sat. 2-5 p.m.	11/16/46-3/15/47		Buchanan & Co.
SUN OIL CO., $503,296*						
Lowell Thomas (Henle, Morley and Brooks, replace Thomas on 9/29)	Gas, Oil	NBC-33	M-F, 6:45-7 p.m.	6/13/32—		Roche, Williams & Cleary
SOCONY VACUUM OIL CO., $371,952*						
Victor Borge	Gas, Oil	NBC-133	Mon. 9:30-10 p.m.	9/9/46-6/30/47		Compton Adv.
PURE OIL CO., $316,821*						
H. V. Kaltenborn	Gas, Oil	NBC-35	M-F, 7:45-8 p.m.	5/14/40—		Leo Burnett Co.
CITIES SERVICE CO., $305,556*						
Highways in Melody	Gas, Oil	NBC-80	Fri. 8-8:30 p.m.	2/18/27—		Foote, Cone & Belding
GULF OIL CORP., $287,772*						
We, the People	Gas, Oil	CBS-113	Sun. 10:30-11 p.m. (Changed to Tue. 9-9:30 p.m., starting 6/24/47)	4/6/42—		Young & Rubicam

* Source: Publishers Information Bureau.

Put WMT on your schedule

for complete coverage of sales-rich Eastern Iowa's "twin markets"

WMTland includes three and one-half million people with the highest per capita income in the U. S. A. Here's the picture at a glance:

Rural

- One-fourth of all grade "A" U. S. farmland is in WMTland.
- 93.2% of Iowa's farms have radios—more than any other state.
- WMT News Service includes 40 correspondents in addition to wire services.
- WMT's Farm Programs are favorite Iowa listening.

Urban

- Nearly half of Iowa's income comes from steady industries.
- Iowa ranks 16th in manufacturing among all U. S. states.
- 178 new Iowa manufacturing plants have been built since VJ-Day alone.
- WMT is Eastern Iowa's only CBS station.

The "station of the stars"—the favorite of the twin markets —has a greater population coverage within its 2.5 MV. line than any other station in Iowa.

See your Katz representative now for details on the twin markets.

WMT

Cedar Rapids

BASIC COLUMBIA NETWORK

600 KILOCYCLES 5000 WATTS DAY AND NIGHT

MEMBER MID-STATES GROUP

The Station Built by Loyal Listenership! . . . Now in our 25th year

Oil & Lubricants

(Continued from page 92)

sorship of Alex Drier, Monday through Friday, and Lloyd Burlingham, Saturday, for a morning quarter-hour on NBC. Richfield Oil Corp. is dropping its twice weekly sponsorship of Arthur Hale's newscasts on Mutual but has renewed *Richfield Reporter* on an eight-station NBC West Coast hookup. Also on the coast, Standard Oil of California sponsors two institutional programs on NBC, the *Standard Hour* on Sunday evening and *Standard School Broadcast* on Thursday morning, in addition to spots and programs in major markets throughout the west.

Signal Oil Co. sponsors *The Whistler* on a CBS Pacific network on Monday, 8-8:30 p.m. Seaside Oil Co. has expanded the list of Don Lee stations carrying its *Gas Again* program on Tuesday and Thursday afternoons.

Esso Marketers, veteran sponsor of news programs, is sponsoring 20 to 25 five, ten and 15-minute newscasts a week on some 40 stations, plus 12 to 18 weather reports a week on 11 more stations. Esso will also this fall sponsor broadcasts of the U. of Arkansas football games on eight Arkansas stations. Other spot users include Pennzoil Co., which has been using a weekly quarter-hour on 22 stations, and Phillips Petroleum, using programs, chiefly quarter-hours three to seven times a week, on 29 stations.

In the solid fuel fields, Delaware, Lackawanna & Western Coal Co. on Sept. 7 brought *The Shadow* back to its late Sunday afternoon half-hour on Mutual for its eleventh consecutive winter season in the interests of Blue Coal. Hudson Coal Co. has the *D&H Miners* on a 13-station NBC network for a Sunday morning quarter-hour and in New England Lehigh Coal & Navigation Co. sponsors a five-minute weather report six mornings a week on 23 Yankee network stations. Philadelphia & Reading Coal & Iron Co. has used announcements and five, ten and 15-minute programs twice to six times a week on 15 eastern stations, while Carter Coal Co. sponsored weekly half-hours on a dozen midwestern stations.

XIV—OFFICE EQUIPMENT

NETWORK records kept by Publishers Information Bureau show no expenditures for this kind of business during the first half of 1947, nor for 1946, for that matter. Pens, pencils, inks and the like are classed as stationery and included in Class 21.

Network Time Cos s, Jan.-June, 1947

Class 13. MACHINERY, FARM EQUIPMENT, etc.—$211,916

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
ALLIS CHALMERS MFG. CO., $211,916*						
National Farm & Home Hour	Farm Equipment	NBC-160	Sat. 2-2:30 p.m.	9/5/45—		Bert S. Gittins

* Source: Publishers Information Bureau.

XIII—Farm Machinery Off

MACHINERY and farm equipment advertisers used $961,074 worth of network time in 1946, will fall considerably under that total this year, with only $211,916 spent in January-through-June, 1947, according to Publishers Information Bureau figures for both periods. Only network advertiser listed for this year is Allis Chalmers, sponsoring NBC's Saturday afternoon *National Farm & Home Hour.* (International Harvester Co., sponsor of the Sunday afternoon *Harvest of Stars* on NBC, which might be considered as belonging in this category, is classified as automotive advertising, as IH trucks get the main plugs on that show.)

There is little spot and local radio advertising in this field. Six local farm equipment companies sponsor network co-op shows and that's about all of this type of advertising that the records reveal, although there undoubtedly are other local companies on the air with locally built programs.

XV—Lone Paint Buyer Boosts Radio

BENJAMIN MOORE & Co., sole network advertiser in the paint category, in the first half of 1947 topped by a few thousand dollars the total of $57,383 rolled up by this class of network business in the entire year of 1946. This does not mean, however, that the year's billings for network time will exceed $100,000, for each year the Moore company sponsors a spring campaign for its paints; and when spring is over so is the campaign for another year.

Regionally, W. P. Fuller Co. is using a five-minute newscast six evenings a week on a CBS West Coast hookup in a year-round campaign for paints and glass. Armolite Sales Co. is using participations on two Los Angeles stations for its plastic wall and furniture coating. Martin Rosenberger Wallpaper Co. sponsors spots on nine stations, using each three to 12 times a week. Network co-op shows are sponsored by 41 local advertisers in this field.

An unusual campaign for painting and decorating was that put on last spring by the New York local of the Brotherhood of Painters, Decorators and Paper Hangers. For a week in June this union conducted a spot campign on four New York City stations reminding landlords (and their tenants) that the law requires redecoration at fixed intervals, urging that the work be done during the slack season when plenty of workmen were available.

Despite this lack of radio advertising, the paint industry is at the highest peak in its entire history, according to Ernest T. Trigg, president, National Paint, Varnish & Lacquer Assn. "Moreover," Mr. Trigg declared, "the paint industry faces a strong future, predicated upon economic necessities which must be provided—deferred housing and other construction and maintenance, automobiles, railroad rolling stock, refrigerators and other piled-up needs.

"For June 1947, manufacturers' paint sales, as reported to the Bureau of the Census, were 40.2 per cent above June 1946, and for the first six months of 1947 were 41.8 per cent above the first six months of 1946. Demand continues ahead of production."

The chief present handicap in the paint industry is shortage of some important materials, but this condition is progressively easing. For example, the linseed oil supply is no longer cause for acute anxiety. General high cost of living may temporarily retard purchasing in some directions, but nevertheless, all the paint that can now be made with available materials is being sold.

"Sales prospects for the remainder of 1947 are excellent and indicate a continuance of demand in excess of production. It seems to be a conservative estimate that the volume of paint business, barring any severe general business collapse, probably will exceed a billion dollars a year for at least several years to come.

"A shortsighted view might seem to indicate that there is relatively small necessity of advertising paint to sell it, but progressive, farsighted manufacturers are maintaining their advertising to maintain and promote paint consciousness as sound business policy, while the paint industry as a whole is engaged in the financing of a cooperative advertising campaign," Mr. Trigg declared. It looks as though a strong radio presentation to the paint manufacturers is overdue.

Network Time Costs, Jan.-June, 1947

Class 15. PAINTS—$60,759

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
BENJAMIN MOORE & CO., $60,759*						
Your Home Beautiful	Paints	ABC-192	Sat. 10-10:15 a.m.	3/1/47-5/24/47		St. Georges & Keyes

* Source: Publishers Information Bureau.

XVI—Radio Set Sales Up

"THE BUSINESS outlook for the radio manufacturing industry is extremely good despite the troubles some manufacturers have encountered in recent months as a result of the return to normal peacetime competition," Bond Geddes, executive vice president of RMA, reported to BROADCASTING.

"Radio set production this year probably will exceed the 15 million record established last year," he stated, "and certainly will bring a much larger dollar return due to the greater proportional output of consoles and radio-phonograph

(Continued on page 98)

first

IN POWER

AND RESULTS

50,000
WATTS

WJR

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

C. B. S

Represented by
PETRY

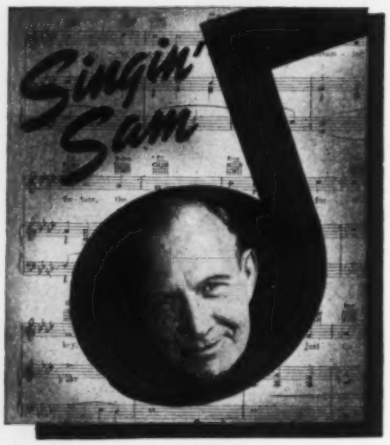
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

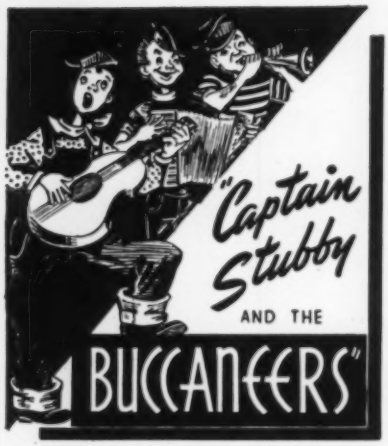
HARRY WISMER
Asst. to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.

6

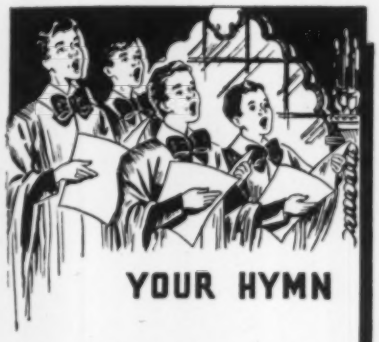


There has always been only one Singin' Sam. His unforgettable songs, sung to a superb vocal and instrumental accompaniment, have produced outstanding sales successes. 15 minute programs with universal appeal.



A five-man novelty band different because it combines a laugh riot with true musical talent. Each member has a truly fine voice and is an accomplished musician. A "folksy" 15 minute program with big-time appeal.

The best loved melodies that linger in everyone's heart . . . beautifully framed by poems of Romance. An outstanding 5 minute show featuring Lawrence Salerno, Irene Verner and other top ranking talent.

Curley Bradley, a real cowpoke with a sterling voice, brings you his unmatched song stories of the West. 5 minute, tuneful tours through the land of stampedes, sagebrush, and sourdoughs.

YOUR HYMN

FOR THE DAY

65 of America's most familiar hymns with each woven into a program gem containing a short sermonette. 5 minute masterpieces with wide appeal, ideally suited for a sponsor whose product fits the mood and spirit.

Emile Cote's Wings of Song offers tradition in American choral music, and the Serenaders. 16 superb mixed voices blended to produce thrilling 15 minute renditions of the best from Tin Pan Alley, moviedom, and musical comedy.

TRANSCRIPTION SALES, INC.

117 West High St., Springfield, Ohio Telephone 2-4974

NEW YORK—TELEPHONE PLAZA 91446
CHICAGO—TELEPHONE SUPERIOR 3053
LOS ANGELES—TELEPHONE HOLLYWOOD 5600

Network Time Costs, Jan.-June, 1947

Class 16. RADIOS & PHONOGRAPHS—$910,337

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
PHILCO CORP., $603,224*						
Bing Crosby (Summer hiatus, 6/25-9/24)	Radios	ABC-238	Wed. 10-10:30 p.m.	10/16/46—		Hutchins Adv. Co.
Burl Ives	Phonographs	MBS-276	Fri. 8-8:15 p.m.	10/18/46—		Hutchins Adv. Co.
RCA, $307,113*						
RCA-Victor Show	Institutional	NBC-152	Sun. 2-2:30 p.m.	9/3/44—		J. Walter Thompson Co.

* Source: Publishers Information Bureau.

Radios

(Continued from page 94)

combinations.

"Many set manufacturers are now increasing their production of FM-AM receivers, but the market for this new type of radio set is wide open and will grow as FM broadcasting services expand and improve their program content.

Bright Future for TV

"The industry has barely scratched the surface of the television market. More and more set manufacturers are entering this field and the number will increase no doubt until all set producers are making video as well as radio receivers. This production can be expected to increase continually for several years as television service spreads.

"While servicing the broadcasting industry is still the principal business of radio manufacturers, many new radio services are making increasing demands for their products. These include the expanding radio communication services for taxicabs, trains, trucks, and busses, growing demands for school sound system equipment and accessories, and the varied uses of electronic and radar devices by aircraft, ships, and industry. The projected citizens radio communication service, once inaugurated, will open another huge market for radio manufacturers.

"Radio manufacturers are spending more for promotion and advertising this year than ever before in the history of the industry. Indicative of this expansion is the fact that RMA has the largest budget for sales promotion in 1947 in its 23 years existence. More than $70,000 is being spent by RMA to promote multiple set ownership—a radio for everyone—and thereby to increase radio listening through our radio-in-every-room campaign and the National Radio Week observance, Oct. 26-Nov. 1, under the joint sponsorship of RMA and NAB."

Mr. Geddes' comment about radio set makers spending more for advertising this year than ever before invites the further comment that they are not spending it in radio. The industry that by all rules of logic ought to be one of the largest users of time on the air is actually one of the poorest. Two companies account for all the network advertising placed by this class and, to make the point even stronger, one of the pair owns the network on which its radio campaign is broadcast.

To summarize the network situation for the record, RCA and Philco Corp. spent a combined total of $910,337 for network time during the first half of 1947, which if continued at that rate will just about equal the 1946 total of $1,196,238 and fall far behind the 1945 gross of $3,341,958.

Stromberg-Carlson Co. last week, concurrently with the opening of the FM Assn. convention in New York, started *Treasury of Music* on the continental network, hookup of some 22 FM stations in the Eastern U. S., as a regular Friday night half-hour for the company's FM receivers. Bendix distributors are reported to be buying time for the transcribed program, *Real Moments of Romance*, on about 300 stations for Bendix radios.

Local radio and music dealers sponsor network co-op shows on eight stations, indicating some but not much local business for radio in this class. In New York, Transvision Inc. is using 100 spots a week on WLIB for its television kits, from which the buyer can assemble his own video set. A number of television distributors are also buying time, largely for sporting events, on video stations in their communities.

XVII—School Use Low

FOR A MEDIUM which is universally hailed as one of the greatest educational forces ever conceived, ranking alongside the printing press as a means of spreading information and culture around the globe, radio has kept its educational role remarkably free from commercials. The keepers of radio advertising records report not a single network account in this field on the air during the first six months of 1947.

Spotwise, the Midwest School of Building Trades sponsors ABC's Harry Wismer sports broadcasts on WJBC Bloomington, Ill., and National Flight System's packaged plan of instruction in flying is advertised on stations in a number of California cities with expansion planned. There might have been a third educational advertiser on the air, but a strike of dancing instructors at Arthur Murray's dance studios abruptly halted that organization's plans for a fall spot campaign.

XVIII—Shoe Billings Show Increase

WITH gross network billings totaling nearly a quarter of a million dollars for the first six months of 1947, by the end of this year shoe and leather goods advertising on the networks should be well ahead of last year's total of $328,590.

Outside of networks, Goodyear Tire & Rubber Co. sponsors one to five station breaks a week on 84 stations for its shoe products and O'Sullivan Rubber Corp. has been advertising its rubber heels with five announcements a week on about 100 stations, while the Cat's Paw Rubber Co. is including spot radio in a $200,000 fall campaign (also including transportation advertising and outdoor) for its brand of rubber heels. International Shoe Co. is using participations and announcements for Conformal Shoes.

Shoe stores and repair shops also use some local station time, with 14 such companies included in the sponsors of network co-op shows.

Network Time Costs, Jan.-June, 1947

Class 18. SHOES & LEATHER GOODS—$223,624

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
BROWN SHOE CO., $211,332*						
Smilin' Ed McConnell	Buster Brown Shoes	NBC-156	Sat. 11:30 a.m.-noon	2/26/44—		Leo Burnett Co.
GALLENKAMP STORES INC., $12,312*						
Patsy Novak	Shoes, Stockings, Handbags	ABC-13	Sun. 8-8:30 p.m.	9/29/46-3/23/47		Bruce Eldridge Adv.

* Source: Publishers Information Bureau.

XIX—New Products in Radio Soap Picture

PROCTER & GAMBLE Co., whose gross billings for network time for the first six months of 1947 exceeded $8,000,000, devoted some $5,000,000 of that total to its laundry soaps and cleansers, accounting for almost exactly half the total network billings for this group, in which 14 companies sponsor 25 programs on national networks and four on Pacific Coast hookups. Group total of 10 million for the half compares favorably with last year's 12-month total of 17½ millions and if it continues at the same rate will top that by 14% for the full year of 1947.

In addition to its present schedule, P&G is planning to use radio for the most recent addition to its soap family, Tide, with a later afternoon serial appropriately titled *Rising Tide*, figuring prominently in the plans. The company is also continuing its use of transcriptions of its network serial programs on stations in about 20 cities to bolster up or fill in gaps in its network coverage, as well as announcements in about 60 markets. From time to time, P&G also uses intensive local radio campaigns in individual cities in connection with the introduction of new products or other special

(Continued on page 100)

What one man's station has done to justify greater responsibilities in tomorrow's broadcasting

ARTHUR B. CHURCH

With a lifetime devoted to broadcasting, KMBC's founder and president has been active in industry developments as well as building a model organization of over 100 qualified craftsmen.

NEW AND GREATER FACILITIES

It was KMBC a quarter-century ago which introduced radio's first studio in the middlewest. Now — it's KMBC again that prepares for a greater electronic tomorrow by a move soon into a home which promises unexcelled facilities as far ahead as the ear can reach.

NOW—7th OLDEST CBS AFFILIATE

When the Columbia Broadcasting System was established in 1927, KMBC was among the original stations formulating the new network. More than 20 years of continuous service as a basic affiliate!

QUALIFIED EXECUTIVE OFFICERS

It was *Variety* that wrote "all of them, from top execs to engineers, could be comfortably at home in Radio City or 485 Madison." Such veepees as Karl Koerper (r) and Sam H. Bennett (l) head up a staff abundant in *know-how*.

BRUSH CREEK FOLLIES

Down through the years KMBC has been a great proving grounds for some of radio's brightest stars today. Its well known barn dance is now in the 11th successful season of Saturday night stands.

KMBC SERVICE FARMS

With the Heart of America 49% rural, KMBC never has been half-hearted about its programming. Under the expert direction of Phil Evans, *KMBC Service Farms* serves as a vital developmental need to rural listeners.

EXCLUSIVE MARKETCASTS

For the eighth consecutive year, KMBC (with Bob Riley as full-time marketcaster) holds exclusive rights to broadcasting official market reports direct from the world's largest livestock building.

TOPFLIGHT NEWS DEPARTMENT

Under the able direction of Erle Smith, formerly a metropolitan newspaper editor, KMBC's news department, with both A.P. and U.P. wire services, makes headlines. All newsmen are Journalism graduates.

BEST IN SPORTS COVERAGE

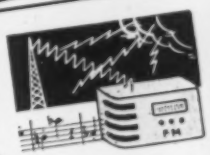
"Sporting News" says it's so! Sam Molen was named in 1946 the middlewest's top sports commentator. No matter the competition, you'll find KMBC's "Voice of Authority in Sports" giving it the old one-two!

CONTRIBUTING TO A "HAPPY HOME"

Caroline Ellis, as originator of living dialogue in radio, starred the networks for years. Now, she talks for happier homes as KMBC's woman commentator with a daily quarter-hour of home-spun philosophy.

GRADUATE HOME ECONOMIST

June Martin "cooks" constantly for a wealth of appreciative home-makers. Along with conducting KMBC's "Happy Kitchen," she originates daily remotes from the Kansas City food terminal as a "Food Scout."



PIONEERING FM . . .

KMBC has stepped right along with advancements in frequency modulation. An experimental pioneer for years, KMBC-FM went "commercial" in June, 1944. It was the first in the middlewest to operate on the new high frequency band.

NATION'S TOP AWARDS...

Four separate phases of KMBC's operation received national distinction in 1946. For the third time since 1939, KMBC received the *Variety Award* — the most recent for *knowing best how to run a radio station.*

KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Soaps

(Continued from page 98)

sales drives.

A new network program in this category, featuring Dorothy Kilgallen as the Voice of Broadway and Hollywood, starts Sept. 18 on ABC as a Thursday morning quarter-hour, sponsored by Drackett Co. for Drano and Windex. Lever Brothers Co. is bringing Amos 'n' Andy back to NBC for Rinso, Tuesday, 9-9:30 p.m., and Bob Hope returns to the same network in the following half-hour for the same company, again advertising Pepsodent.

Others Not Listed

Other network advertisers of soaps and cleansers not listed in the table include Armour & Co., sponsoring *Hint Hunt* on CBS Monday through Friday at 4-4:25 p.m., the first 15 minutes for Chiffon flakes, the last ten for meats; Pacific Coast Borax Co., with *The Sheriff* on ABC Friday, 9:30-9:55 p.m.; Par Soap Co., sponsoring Kate Smith's midday broadcasts on 58 stations in the West, as well as *House Party* twice weekly on a CBS western hookup; Chemicals Inc., for Vano, and Simoniz Co. for its floor polish, each sponsors a weekly quarter-hour of *Meet the Missus* on CBS Pacific stations; Purex Corp. has Sunday evening summary on Don Lee for its liquid bleach; Los Angeles Soap Co. sponsors Frank Hemingway three times a week on ABC Pacific's breakfast news, also three days a week on Don Lee, and Knox Manning's newscasts five days a week on CBS Pacific, plus local news shows and announcements in special markets; SOS Co. is using front page features three times a week on CBS Pacific and sidelights in the news five times a week on Yankee network, plus spots.

Spot advertising is currently on the decline for this group, with the end of the summer drives for insecticides such as Gulf Spray and Stanco and others which had heavy spot schedules through the warm weather months. Campaigns for Oakite and Parsons Ammonia in New England earlier this year have been dropped and both companies report no radio plans at this time.

Despite the aggressive competitive advertising of the soap companies, the average citizen still gets considerably less soap than he did before the war, according to the second quarter report of Roscoe Edlund, manager, Assn. of American Soap & Glycerine Producers, based on reports to the Assn. of 70 manufacturers.

Sales of other than liquid soaps for the half-year were 8.5% larger than the same period of 1946, totalling 1,321,363,000 pounds. For the second quarter the total was 642,984,000 pounds, which just about matched the same quarter of 1939, while the population has mounted from 129 to 143 million persons, basis of Mr. Edlund's conclusion of a drop in the amount of available soap per capita. Relatively smaller, liquid soap deliveries totaled 1,388,000 gallons for the six months, down 14.3% from 1946.

Network Time Costs, Jan.-June, 1947

Class 19. LAUNDRY SOAPS, HOUSEKEEPING SUPPLIES—$10,063,332

Leading Network Advertisers

Program	Produc	Network, No. Stations	Time	Starting Date	Ending Date	Agency
PROCTER & GAMBLE CO., $5,030,088*						
Breakfast in Hollywood	Ivory Flakes	ABC-229	M-F, 11-11:15 a.m.	1/31/44		Compton Adv.
Guiding Light	Duz	CBS-76	M-F, 1:45-2 p.m.	6/2/47		Compton Adv.
Jack Smith	Oxydol	CBS-82 CBC-22	M-F, 7:15-7:30 p.m.	8/21/45		Dancer-Fitzgerald-Sample
Joyce Jordan, M.D.	Dreft	NBC-146	M-F, 10:45-11 a.m.	4/2/45		Dancer-Fitzgerald-Sample
Kenny Baker	Ivory Snow, Crisco	ABC-177	M-F, 12-12:30 p.m.	7/1/44	6/27/47	Compton Adv., Benton & Bowles
Life Can Be Beautiful	Spic & Span	NBC-98 CBC	M-F, 3-3:15 p.m.	6/24/46		Dancer-Fitzgerald-Sample
Ma Perkins	Oxydol	NBC-144 CBC	M-F, 3:15-3:30 p.m.	12/4/33		Dancer-Fitzgerald-Sample
Ma Perkins	Oxydol	CBS-76	M-F, 1:15-1:30 p.m.	1/3/38		Dancer-Fitzgerald-Sample
Perry Mason	Spic & Span, Dreft	CBS-83	M-F, 2:15-2:30 p.m.	4/18/43		Dancer-Fitzgerald-Sample
Road of Life	Duz	NBC-143 CBC	M-F, 10:30-10:45 a.m.	9/13/37		Compton Adv.
Rosemary	Ivory Snow	CBS-65	M-F, 11:45a.m.-noon	9/17/45		Benton & Bowles
Truth or Consequences	Duz	NBC-136	Sat. 8:30-9 p.m.	8/17/40		Compton Adv.
Welcome Travelers	Crisco, Ivory Snow	ABC-178	M-F, 12-12:30 p.m.	6/30/47		Benton & Bowles, Compton Adv.
Young Dr. Malone	Duz	CBS-45	M-F,1:45-2 p.m.	4/2/45	5/30/47	Compton Adv.
MANHATTAN SOAP CO., $1,018,032*						
Katie's Daughter	Blu-White Flakes	NBC-36	M-F, 10-10:15 a.m.	3/31/47		Duane Jones Co.
Rose of My Dreams	Blu-White Flakes	CBS-159	M-F, 2:45-3 p.m.	11/25/46		Duane Jones Co.
Strange Romance of Evelyn Winters	Blu-White Flakes	CBS-159	M-F, 10:30-10:45 a.m.	11/20/44		Duane Jones Co.
B. T. BABBITT INC., $991,209*						
David Harum	Bab-O	CBS-54	M-F, 10:45-11 a.m.	1/13/47		Duane Jones Co.
David Harum	Bab-O	NBC-96	M-F, 11:45 a.m.-noon	1/27/36	1/10/47	Duane Jones Co.
Lora Lawton	Bab-O	NBC-96	M-F, 11:45 a.m.-noon (Prior to 1/13/47, time was 10:15-10:30 a.m.)	5/31/43		Duane Jones Co.
STERLING DRUG INC., $427,721*						
Zeke Manners	Energine, etc.	ABC-124	M-F, 7:30-7:45 a.m.	2/18/46		Dancer-Fitzgerald-Sample
S. C. JOHNSON & SON, $423,140*						
Fibber McGee & Molly (Fred Waring, summer replacement, 6/24-9/30)	Waxes	NBC-144 CBC	Tue. 9:30-10 p.m.	4/16/35		Needham, Louis & Brorby
COLGATE-PALMOLIVE-PEET CO., $406,507*						
Blondie	Super Suds	CBS-148	Sun. 7:30-8 p.m.	8/13/44		William Esty & Co.

* Source: Publishers Information Bureau.

XX—Sports Budgets Low

CONSIDERING the amount of time radio stations and networks devote to sports coverage it is surprising that the makers of sporting goods are not more prominent among radio advertisers and that the only regular network account in this field, Revere Camera Co., is not a maker of sporting goods in the strictest sense and sponsors not sports but a musical program.

Wilson Sporting Goods Co. again this year used a full Mutual network of 430 stations for its one-time sponsorship of the All-Star football game in late August from Soldiers Field, Chicago. The Detroit Lions, professional football team, used more than 100 spots in a two-week September campaign for season tickets to its games. H. Wenzel Tent & Duck Co. during the summer ran its annual spot campaign for its water bags, using one-minute announcements three to five times a week on 170 stations in about 40 states.

Local sporting goods stores account for 23 of the local sponsors of Mutual co-op show, *Fishing and Hunting Club of the Air*, in markets where this program does not advertise Mail Pouch tobacco. Two sportsmen's clubs also sponsor this program locally; three sporting goods stores and one camera shop sponsor other network co-op shows.

XXI—Publishers Increase

WITH gross network billings of $3,827,316 for the first half, stationery and publishing advertising on the national networks should exceed last year's total of $6,277,626 by a comfortable margin. In addition to the firms listed in the table, Christian Science Publishing Society sponsors *The Christian Science Monitor Views the News* for a weekly quarter-hour on ABC and this fall Omnibook Corp. is using a CBS 15-minute program, Lee Adams, for its magazine, compensating to some extent for the loss of the Parker Pen shows on that network the first part of the year.

Generally, magazines are rather spotty users of spot radio, embarking on extensive but short-lived campaigns which employ a lot of spots on a lot of stations for a few days to advertise a special article in the current issue and then drop off again. *Look*, *Newsweek* and *Holiday* are among magazines

(Continued on page 102)

Network Time Costs, Jan.-June, 1947

Class 20. SPORTING GOODS—$28,244

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
REVERE CAMERA CO., $28,244*						
Jan August	Cameras	MBS-18	Sat. 5:45-6 p.m.	2/15/47		Roche, Williams & Cleary

* Source: Publishers Information Bureau.

WLAC EXPLORES NEW MARKETS AT HOME

Nashville manufacturers are modernizing their customer-approach through supporting dealers with WLAC trade-area advertising. The Nashville Manufacturers whose trade-marks are shown here are sponsoring a total of 20 programs and 78 announcements per week on Nashville's 50,000 Watt CBS station . . . WLAC.

50,000 WATTS

REPRESENTED BY THE PAUL H. RAYMER COMPANY

Stationery

(*Continued from page 100*)

which have had such drives in recent months. A small test campaign is currently on in nine markets for *Sports Afield*. McGraw-Hill Publishing Co. is starting a fall campaign this month for its technical publications in about 15 markets.

William H. Wise & Co., which has had wide-spread radio drives for a number of its books, is currently using only KFWB Hollywood, on which it sponsors six segments of the Martin Block program. Jos. Dixon Crucible Co. is using one-minute spots two to six times a week on eight stations for Ticonderoga pencils.

Ten newspapers sponsor the ABC broadcasts of *America's Town Meeting of the Air* in their cities; another dozen sponsor Mutual's *Meet the Press* and 14 more use other network co-op shows for local advertising, as do a couple of printing establishments. Many other newspapers throughout the country use local radio time, often in a cooperative deal with the station whereby time on the air is exchanged for space in the paper's advertising columns.

Network Time Costs, Jan.-June, 1947

Class 21. STATIONERY & PUBLISHERS—$3,827,316

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
EVERSHARP INC., $655,354*						
Henry Morgan (Lights Out, summer replacement, 7/16-7/23. Hiatus, 7/30-9/3)	Razors, Pens, Pencils	ABC-201	Wed. 10:30-11 p.m.	10/16/47—		Biow Co.
Take It or Leave It	Pencils, Pens	CBS-162 CBC-28	Sun. 10-10:30 p.m.	4/21/40-7/27/47		Biow Co.
Take It or Leave It	Pencils, Pens	NBC-163	Sun. 10-10:30 p.m.	8/3/47—		Biow Co.
Maisie	Pens, Pencils	CBS-157	Fri. 10-10:30 p.m.	7/5/45-3/28/47		Biow Co.
PARKER PEN CO., $641,697*						
Information Please	Pencils, Pens, Quink	CBS-158	Wed. 10:30-11 p.m.	10/2/46-6/25/47		J. Walter Thompson Co.
Ned Calmer	Pens, Pencils, Quink	CBS-144	S, S, 8:55-9 p.m.	6/26/43-6/15/47		J. Walter Thompson Co.
W. A. SHEAFFER PEN CO., $514,681*						
Adventurers Club	Pens, Pencils, Skrip	CBS-157	Sat. 11:30 a.m.-noon	1/11/47—		Russel M. Seeds Co.
Sheaffer Parade	Pencils, Pens, Skrip	NBC-148	Sun. 3-3:30 p.m.	12/16/45—		Russel M. Seeds Co.
CURTIS PUBLISHING CO., $493,852*						
Listening Post	Saturday Evening Post & Others	ABC-204	Tue.-F, 10:45-11 a.m.	2/8/44—		BBDO
HALL BROS. INC., $414,180*						
Reader's Digest—Radio Edition	Hallmark Cards	CBS-158	Thu. 10-10:30 p.m.	1/13/46—		Foote, Cone & Belding
REICHHOLD CHEMICALS INC., $354,170*						
Sunday Evening Hour (Summer hiatus, 6/8-10/26)	Musical Digest	ABC-114	Sun. 8-9 p.m.	1/19/47—		Kenyon & Eckhardt

* Source: Publishers Information Bureau.

XXII—Travel Mediums Represented

AMERICAN EXPRESS Co., which on Oct. 1 starts sponsoring *Vox Pop* on ABC as a Wednesday evening half-hour to advertise American Express travelers' checks, keeps this category of business in the network line-up. American Transit Assn., group of local transportation organizations throughout the country, has dropped network advertising, at least temporarily with the end of its year on Mutual last July.

Other travel advertising on the air is mainly a matter of special campaigns for certain facilities at certain times, such as the summer campaign of National Airlines on two New York City stations. Announcements stressed the low hotel rates in effect in Miami during the summer, offered listeners a list of Miami hotels and their rates, mentioned almost incidentally that National Airlines is a good way to get from New York to Miami and back. When Miami hotel rates went up on Labor Day the campaign ended and National is now rearranging its musical transcribed spot schedule which started in June on 17 East Coast stations. TWA is using spots, in 14 stations and American Airlines currently has ten spots a day in three markets.

New York Central R.R. sponsors five to ten spots a week on 17 stations from New England to the mid-west. The Milwaukee Road used spots in June to introduce its new Olympian Hiawatha between Chicago and Seattle and the Wisconsin & Michigan S.S. Co. took summer spots on eight lakeside stations to advertise the Milwaukee Clipper. A number of hotels and travel services use radio locally, including five who sponsor network co-op shows locally.

Most consistent travel advertiser is Pacific Greyhound Co., whose sponsorship of *Romance of the Highways* on 42 western stations is in its eleventh year.

Network Time Costs, Jan.-June, 1947

Class 22. TRAVEL & HOTELS—$118,326

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
AMERICAN TRANSIT ASSOCIATION, $118,326*						
Spotlight on America	Travel	MBS-50	Fri. 10-10:30 p.m.	7/19/46-2/21/47		Owen & Chappell
Bulldog Drummond	Travel	MBS-50	Fri. 9:30-10 p.m.	2/28/47-7/11/47		Owen & Chappell

* Source: Publishers Information Bureau.

XXIII—Beer, Wine Makers Are Active

WITH hard liquor advertising absent from the air, through a voluntary ban by distillers as well as general radio policy, wines and beers account for most of the alcoholic beverage advertising in radio, estimated to total more than $5,000,000 a year for beers and ales, with perhaps another $2,000,000 for wines. Few beers have national distribution; only one is numbered among this year's network clients. Wines also are generally larger users of spot radio in selected markets than of the national networks.

Locally and regionally, however, brewers are active users of radio for their products, their advertising ranging from announcements to sponsorship of play-by-play broadcasts of baseball and football games and other sporting events. This fall, for example, Acme Breweries of San Francisco is sponsoring all games of the 49ers professional football team. Rainier Brewing Co., also of San Francisco, which last summer had spots on 17 West Coast stations, is now making plans for sponsorship of the 1948 baseball season of the Pacific Coast League with about 20 stations to be used. Tecate Importers of Los Angeles currently sponsors Sam Balter's sports newscasts in that city.

Midwest Football

Goebel Brewing Co. sponsors play-by-play broadcasts of the Detroit Lions pro football team on a hookup of ten Michigan stations. Atlas Brewing Co. plugs its beer with similiar broadcasts in Chicago of that city's Chicago Cardinals pro football team. Another Chicago brewer, Keeley Brewing Co., has added the home games of the Chicago Rockets football team to its schedule of sports telecasts on WBKB, Chicago video station.

Scores of other brewers have been reported as recent radio users, some on a year-round basis, others concentrating their radio advertising in the summer months when beer consumption is naturally at its highest. More than 40 brewers sponsor network co-op shows, largely news and sports commentaries. Some of these campaigns were wide-spread, like that of Terre Haute Brewing Co., using a 36-city schedule that included baseball broadcasting in Evansville and Indianapolis and a few announcement schedules but was chiefly quarter-hour broadcasts three to ten times a week.

Jackson Brewing Co. advertised Jax Beer on 23 stations, chiefly 15-minute programs; Ruppert Brewery used spots and five, ten and 15-minute programs on 24 stations along the East Coast; G. Kreuger Brewing Co. used daily quarter-hour on 14 stations in the South Atlantic region. Ken-Win Co. in August ran a test campaign for Pilsner Beer including more than 1,000 announcements on 19 stations in Northern California, planned to add others.

In the spring it looked as if wine advertising might disappear from the air altogether. Cresta Blanca and Petri wine network programs

(*Continued on page 105*)

they speak for... audiodiscs*

Audio Devices is continually receiving letters from broadcasting stations and recording studios giving unsolicited commendations on Audiodiscs. These come from all sizes of studios and from all climates in the United States and abroad. A few excerpts from typical letters recently received follow:

"AUDIODISCS have proven their worth at our station. We are for them one hundred percent." ...A 5,000 WATTER

"It may be of interest to you to know that for a long time we tried all makes of transcription blanks and long ago decided to use nothing but AUDIODISCS. We find them most satisfactory." ...A 1,000 WATTER

"It will interest you to know that we use only AUDIODISCS." ...A 10,000 WATTER

"We use AUDIODISCS exclusively and find them everything your research engineers have claimed." ...A RECORDING STUDIO

"We have found AUDIODISCS superior to any other disc tested, and consequently we have been using AUDIODISCS exclusively for quite some time." ...A 5,000 WATTER

"We have been users of AUDIODISCS since they were first produced by your company and have always found them satisfactory." ...A 50,000 WATTER

"We use AUDIODISCS exclusively when they are available. It is our experience that there is less drying effect in this climate, as well as less static trouble with AUDIODISCS than with other brands." ...A 5,000 WATTER

"In passing, I might say that we use Audio Red Label exclusively. AUDIODISCS are our favorite. We have found them to be uniformly satisfactory." ...A 1,000 WATTER

"Of all discs we have tried, AUDIODISCS are our standard and whenever supreme quality of reproduction of instantaneous recording is desired, it's AUDIODISCS for us." ...A RECORDING STUDIO

"We use AUDIODISCS exclusively and have been doing so for many years. After exhaustive tests we have found them hard to beat and we are pleased to mention this fact at this time." ...A 5,000 WATTER

"Our station has used AUDIODISCS practically exclusively since their introduction about ten years ago. Our recording engineers appreciate their high uniform quality." ...A 50,000 WATTER

"We have never used any other than AUDIODISCS except for a few times during the war when AUDIODISCS were not available." ...A 250 WATTER

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N. Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y. * REG. U.S. PAT. OFF.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

they speak for themselves **audiodiscs**

The Station for GOOD SPORTS

"FREE SPEECH MIKE"

ALL BROWNS GAMES BROADCAST BY BOB NEAL

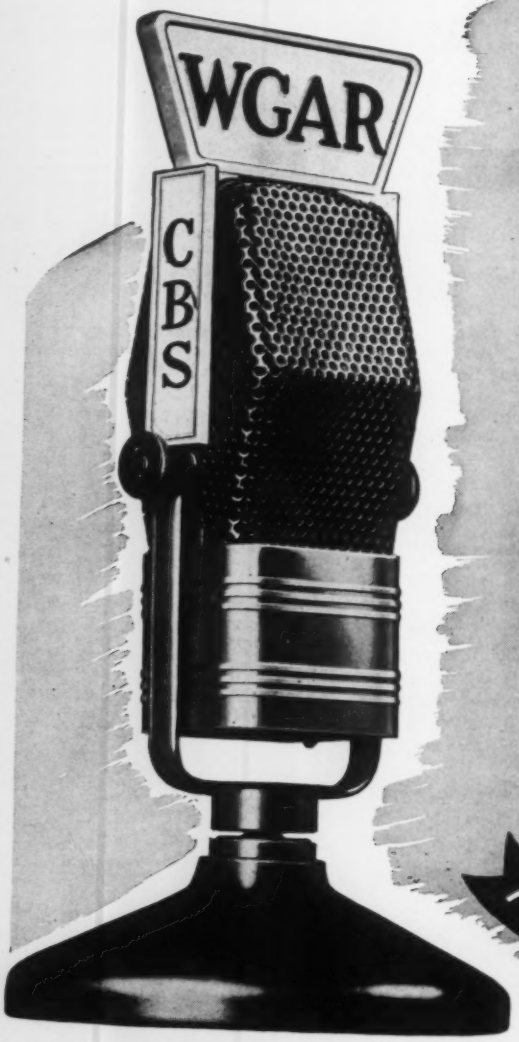
WGAR now tops its summer season of Cleveland Indians baseball broadcasts with another exclusive sports series . . . the play-by-play accounts of ALL Cleveland Browns football games.

PAUL BROWN TALKS FOOTBALL

In addition to WGAR's complete sports coverage throughout the week, the popular Cleveland Browns coach brings inside stories to WGAR listeners every Thursday.

THE COLLEGE GAME OF THE WEEK BROADCAST BY VAN PATRICK

A play-by-play description of the outstanding college game of each week directly from the playing field, every Saturday.



CLEVELAND'S FRIENDLY STATION

WGAR

NOW 50,000 WATTS

Edward Petry and Company, National Representatives

Wines, Beers, Etc.

(*Continued from page 102*)

were dropped. Garrett & Co. had cut its spot schedule for Garrett American and Virginia Dare wines from 98 stations in the early months of 1947 to three stations in June and other wine radio advertising was practically nonexistent. Despite a survey made by J. Walter Thompson Co. in the fall of 1946 for the Wine Advisory Guild, showing that the number of American families using wines had grown from 16,730,700 in 1938 to 20,575,950 in 1946, the wine producers seemed convinced that further advertising expenditures for their wares would simply be a waste of money.

By fall, however, the outlook was appreciably brighter. Garrett was lining up availabilities on about 100 stations for a spot campaign to start Oct. 15, run for eight weeks. Roma was using spots in key markets in addition to continuing its CBS program. Gallo was readying a fall campaign of transcribed announcements. One enterprising company, Robinson-Lloyd Ltd., was using two telecast spots a week on WABD New York to advertise Dry Imerator Champagne to the small but presumably wealthy video audience.

Network Time Costs, Jan.-June, 1947

Class 23. WINES, BEERS, LIQUORS—$1,141,437

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
PABST SALES CO., $374,085*						
Eddie Cantor (Blue Ribbon Music Time, summer replacement, 6 26-9 18)	Blue Ribbon Beer	NBC-145	Thu. 10:30-11 p.m.	9 26 46—		Warwick & Legler
ROMA WINE CO., $280,878*						
Suspense	Wines	CBS-87	Thu. 8-8:30 p.m.	12 2 43—		Biow Co.
WINE GROWERS GUILD, $201,708*						
Murder and Mr. Malone	Wines	ABC-70	Sat. 9:30-10 p.m.	1 11 47—		Honig-Cooper
PETRI WINE CO., $167,958*						
Case Book of Gregory Hood	Wines	MBS-133	Mon. 8:30-9 p.m.	6 3 45 5 26 47		Young & Rubicam
CRESTA BLANCA WINE CO., $116,808*						
Hollywood Players	Wines	CBS-124	Wed. 10-10:30 p.m.	9 3 46 2 26 47		BBDO

* Source: Publishers Information Bureau.

Indications that radio's revenues from beer advertising may increase are seen in industry reports that the sales volume of beer and ale has increased steadily from 1940, when tax-paid withdrawals totaled 51,811,000 barrels (of 31 gallons), to 1945, when an all-time peak of 81,500,000 barrels was reached, dropping off to about 80,000,000 barrels last year, when restrictions on the use of malt, corn and rice prevented the brewers from meeting the public demand. When the restrictions were lifted in March sales immediately began passing those for comparable months of 1946 and by the end of June the 1947 sales were 3,265,669 barrels ahead of the 1946 total as of that date. A new record of 90,000,000 barrels is the industry estimate for the 1947 output.

Capper Bill Threat

A threat to radio's revenue from beer and wine advertising, which those industries do not take lightly although it has not as yet materialized, is the Capper Bill, designed to bar advertisement of alcoholic beverages from interstate commerce, which of course includes radio. American Business Men's Research Foundation, reported to be a dry "front" group, in the July issue of its publication charges the brewers with "an amazing alliance with the NAB to saturate the air waves with every conceivable appeal to 'listeners in' to 'drink more beer' and make the American home the center of beer consumption."

XXIV—Other Classes Total 2 1-2 Millions

THIS catch-all group of radio advertisers, including unions, the U.S. Army Recruiting Service, religious organizations, public utilities, amusements and a number of companies whose varied products failed to fit into any of the other categories, is a class only for the purpose of statistical compilation, necessary to ensure that all radio advertising is represented.

Gross network billings for this heterogeneous group for the first half of 1947 totaled $2,515,932, foreshadowing a total of slightly more than $5,000,000 for the year, which on that basis would fall 15% to 20% below the 1946 Miscellaneous network total of $6,414,570.

Labor Broadcasts

One of the most noteworthy features of the network table is the fact that the American Federation of Labor ranks second only to the Bell System as a user of network time in this group, having spent $336,135 for time on ABC and Mutual for a six-week drive in May and June, in which daytime serials, variety shows and other standard forms of commercial radio entertainment were utilized by the union to put over its views on the Taft-Hartley Bill, then before the Congress.

Inasmuch as the bill passed, the AFL campaign might be considered to have failed in its objective, but the union leaders do not feel that way about the matter, according to Norman Furman, president, Furman & Feiner, agency in charge of the campaign. The torrents of mail received by AFL, overwhelmingly favoring the AFL view and almost unanimously reporting that the writers had also informed their Congressmen and the President of their opposition to the bill, were sufficient proof that radio was doing a good job, Mr. Furman reported. He announced that the AFL and agency executives will soon begin meeting to make plans for 1948, with every indication that the AFL will again be a large radio sponsor during the Presidential campaign.

Another network program opposing the passage of the Taft-Hartley Bill was presented on Mutual for an evening one-time quarter-hour by the Communist Party, USA. The Los Angeles local of the American Federation of Musicians sponsored a four-week test series on a local station to discuss anti-labor legislation and means of combating it.

Farmers Union Grain Terminal Assns. in seven cities sponsor the weekly MBS broadcasts of New York's former mayor, F. H. LaGuardia, on their local Mutual stations. National Federation of Small Business is running a weekly series of transcribed talks which it expects eventually to be carried by 60 stations across the country. Twenty-five local public utility companies sponsor various network co-op programs. The Pacific Telephone & Telegraph Co. is using announcements to advise subscribers of phone number changes and other information about telephone service on the coast.

Miscellaneous network advertisers not shown in the table include American Cyanamid Co.,

(*Continued on page 108*)

Network Time Costs, Jan.-June, 1947

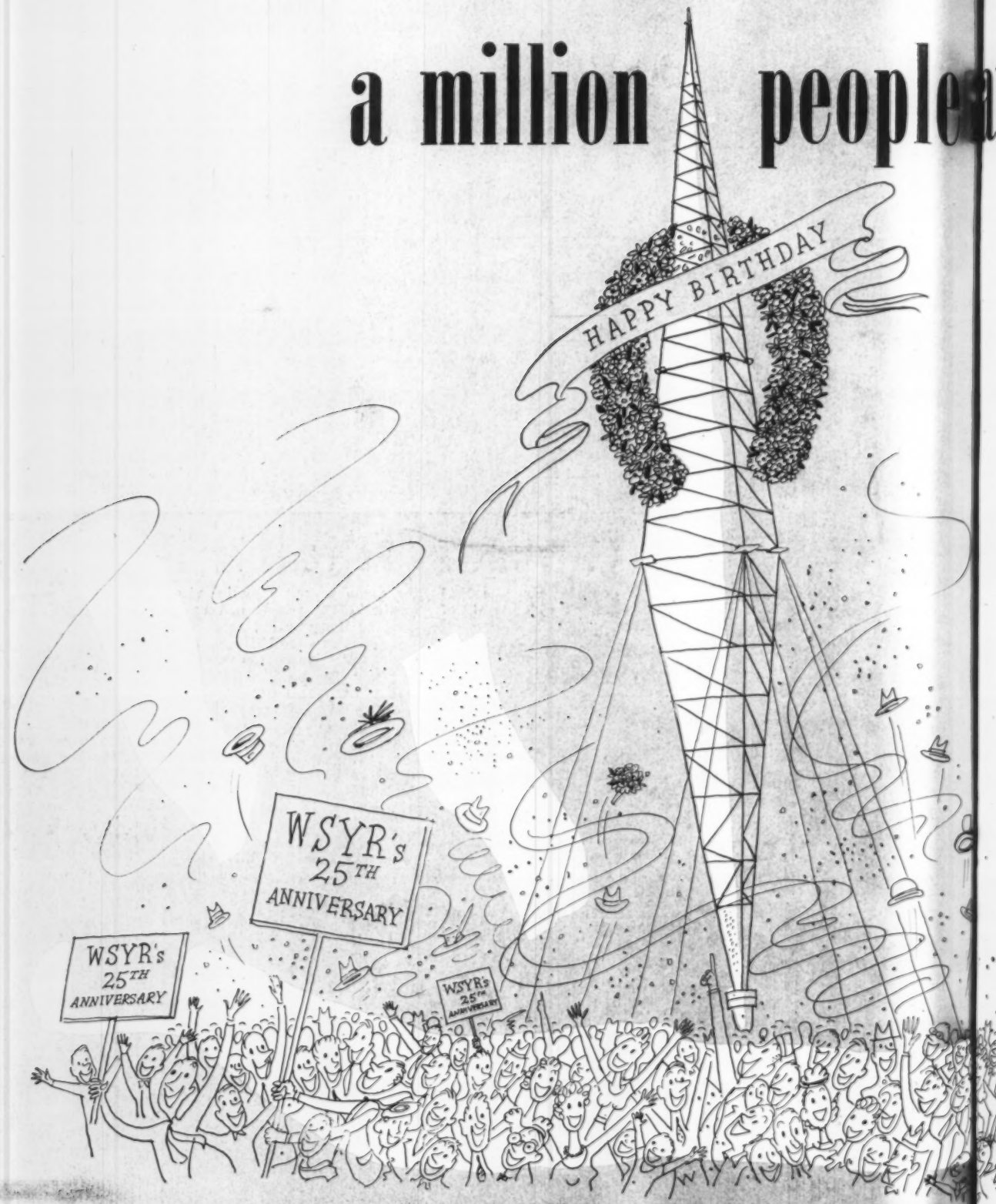
Class 24. MISCELLANEOUS—$2,515,932

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
BELL TELEPHONE SYSTEM, $427,317*						
Telephone Hour	Institutional	NBC-146	Mon. 9-9:30 p.m.	4 29 40—		N. W. Ayer & Son
AMERICAN FEDERATION OF LABOR, $336,135*						
Best Things in Life	Institutional	MBS-320	Sun. 1:30-2 p.m.	5 11 47 6 8 47		Furman & Feiner
Best Things in Life	Institutional	ABC-212	Thu. 9:30-10 p.m.	5 8 47 6 12 47		Furman & Feiner
Best Things in Life	Institutional	ABC-211	M-F, 3:45-4 p.m.	5 5 47 6 13 47		Furman & Feiner
Labor Must Be Free	Institutional	ABC-214	Tue. 8:15-8:30 p.m.	5 13 47 6 10 47		Furman & Feiner
ELECTRIC COMPANIES ADVERTISING PROGRAM, $262,411*						
Hour of Charm	Institutional	CBS-153	Sun. 4:30-5 p.m.	9 29 46—		N. W. Ayer & Son
RALSTON PURINA CO., $250,770*						
Tom Mix	Cereal Foods	MBS-234	M-F, 5:45-6 p.m.	6 7 44—		Gardner Adv. Agency
Checkerboard Jamboree	Farm Foods	MBS-164	M-F, 12:15-12:30 p.m.	1 5 46—		Gardner Adv. Agency
CARNATION CO., $197,246*						
Contented Hour	Evaporated Milk	NBC-150 CBC	Mon. 10-10:30 p.m.	1 4 32—		Erwin, Wasey & Co.
Lone Journey	Dog Food	CBS-62	M-F, 2:30-2:45 p.m.	9 30 46—		Erwin, Wasey & Co.
LUTHERAN LAYMEN'S LEAGUE, $165,390*						
Luther Hour	Religion	MBS-228	Sun. 12:30-1 p.m.	10 24 37		Gotham Adv. Co.

* Source: Publishers Information Bureau.

a million people



eat our silver jubilee!!

Back in 1922 hardly anybody in Central New York State knew us. We didn't know much of anybody, either. That first morning when we squeaked "hello" to Syracuse, we were just a dewy-eyed 50-watter with great aspirations and few friends.

But how things have changed in 25 years! Today we could pack a place as big as the Yankee Stadium fourteen times over with the people we count as our friends!

WSYR is a well-liked name in radio. Everyone, throughout 23 rich counties that keep growing with us, knows WSYR. (In fact the latest Pulse survey shows that we're their top favorite. Local advertisers vote us first, too.)

As the basic NBC affiliate in Central New York...with 5,000 watts on 570 kc and a flair for bigtime local programming...WSYR has evolved a mighty long way from its 1922 infancy. And scores of advertisers —both local and national—have *also* come a long way with us in Central New York State.

We helped 'em. And this year, when we reach that quarter century mark, more than a million loyal fans will be on hand. They're a profitable group for any advertiser to know.

WSYR
SYRACUSE

"A Quarter Century of Service"

570 kc—5000 watts
NBC in Central New York

Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady & **WELI,** New Haven are also H. C. Wilder Stations

3-5 More Years of Sunspots Expected

Phenomena Explained In New Publication By Dr. Stetson

IF IN THE NEXT three to five years radio listeners complain that their favorite station occasionally develops a croak in its voice, chances are it will be because sunspots are acting up again.

Last week a man who knows his sunspots better than you know the freckles on your best girl's cheek predicted that broadcasters could expect a three to five year period of radio disturbance. Dr. Harlan T. Stetson, Director of the Cosmic Terrestrial Research Laboratory, associated with the Massachusetts Institute of Technology, has been studying the effects of solar radiation on radio transmission for 20 years.

A new book by Dr. Stetson, *Sunspots in Action*, is scheduled for October publication by the Ronald Press Co., New York.

What Sunspots Are

To understand why sunspots, in cosmic impishness, raise hob with man's upstart efforts to communicate with himself, it is first necessary to understand what sunspots are. Dr. Stetson compares them with a Florida hurricane, magnified about a million times.

The exact composition of sunspots is unknown, but it has been established that they are whirlpools of great electrical charges and they create powerful magnetic fields. Their origin is mysterious. "Perhaps," said Dr. Stetson, "they are only symptoms of inner turmoil in the sun. You know, like pimples on an adolescent's face."

The sun, a gaseous mass, rotates at different speeds at different points on its surface. It revolves once in 25 days at its equator, once in 35 near its poles. This unequal spinning, creating what astronomers call an "atmospheric drag," may be the force which starts sunspots whirling like solar tornados, Dr. Stetson said.

DR. HARLAN STETSON of M.I.T. has been studying the effects of solar radiation on radio transmission for 20 years. In his new book, "Sunspots in Action," scheduled for October publication, he predicts a three- to five-year period of radio disturbances caused by sunspots. Though the current cycle of spots probably hit its peak in May, the period of decline results in an even more direct bombardment of the earth's atmosphere.

One as yet unexplained characteristic of sunspots, Dr. Stetson pointed out, is that they occur in reasonably regular—and hence predictable—cycles of approximately 11 years. These solar storms build up in number and intensity to a maximum in four to five years and taper off to a minimum in five to six.

Tapering Off

The current cycle hit its probable zenith last May when the sunspot number was the highest in 100 years. The decline may soon be anticipated. As sunspots start to taper off, radio may expect to get more headaches.

In the period of decline sunspots are concentrated nearer the sun's equator than in their ascendancy; thus their energy is aimed more directly at the earth.

The more direct bombardment causes variations in the density of the electron population of the earth's atmosphere, and this seriously affects radio wave propagation.

Much of the sun's ultraviolet radiation is absorbed in the upper atmosphere of earth; the absorption of this energy liberates electrons which form layers in the atmosphere and act as the reflectors of radio waves. As the density of the electrons is changed by sunspot activity, so are the reflection properties of the atmosphere layers changed.

DR. STETSON

The phenomenon of a radio wave being reflected by an ionospheric layer is compared by Dr. Stetson to a squash ball bouncing off an overhead screen. If the size of the holes in the screen is expanded, the ball may scoot through. Similarly if the electron density in the atmosphere is changed, radio waves may fail to be reflected as they would be during times of normal density.

The secret in keeping the wave bouncing off the electron charged "screen" is to change the "size" or frequency of the wave itself. Thus

(*Continued on page 250*)

Miscellaneous Categories

(*Continued from page 105*)

sponsoring *Doctors Talk It Over* each Monday on ABC in an institutional campaign for its pharmaceutical products; Bekin's Van & Storage Co., with Hollywood Music Hall on ABC Pacific for a Sunday half-hour, and Harry W. Flannery's newscasts three quarter-hours a week on a CBS West Coast hookup; California Medical Assn., with *California Caravan* on ABC Coast stations, Sun., 1:30-2 p.m.; United Electrical, Radio & Machine Workers of America (CIO), sponsoring Leland Stowe's Wednesday night talks on MBS.

Church Programs

Network religious programs, in addition to the *Lutheran Hour*, include *Young People's Church of the Air*, *Radio Bible Class* and *Voice of Prophecy*, each broadcast for a Sunday morning half-hour on Mutual. The First Church of Christ Scientist sponsors a weekly quarter-hour on about 120 stations spotted across the country. On the West Coast, religious campaigns are sponsored by Bible Institute, Valley Church of the Air, Rev. Richard Baron, Crew of the Good Ship Grace Inc., Sunshine Mission, Grace Boston, Country Church of Hollywood, World's Greatest Book Quiz Inc. and Youth for Christ, many of them on the United-Pacific Network.

United States Army, which during the summer in cooperation with NBC filled the spot vacated for the summer by Fred Allen with a recruiting show featuring Dorothy Lamour in addition to continuing its Sound Off series on CBS, this fall will sponsor college football broadcasts each Saturday afternoon on ABC and MBS. Series is to get underway Sept. 27, following a pre-season broadcast of the Eastern College All Stars-New York Giants game Sept. 3 on ABC. This fall radio campaign, for which about 20% of the $4,500,000 Army recruiting advertising budget is earmarked, will be similar to last year's drive, both handled by N. W. Ayer & Son.

Another recruitment drive, that of the National Guard of the U.S., last month started a radio campaign, using *First Call for the Block Party*, a Thursday evening half-hour on Mutual, placed through Gardner Adv. Co.

Motion picture companies continue to make more or less extensive use of spot radio to announce the openings of their new pictures in various cities. A recent movie campaign was that of RKO on Yankee Network for *The Long Night* whose premiere was preceded by announcements on the network's news service programs for ten days before the opening, a mock trial broadcast from Boston's Symphony Hall and a series of quarter-hour transcriptions featuring the picture's stars.

A new radio advertiser is the Hat Foundation, which this fall is to use spot radio as part of a three-month campaign to combat the fad of going hatless. Broadcasts will feature direct testimonials on the social, physical and business advantages of wearing a hat, according to early plans.

RURAL OHIO STATION, WRFD, NOW ON AIR

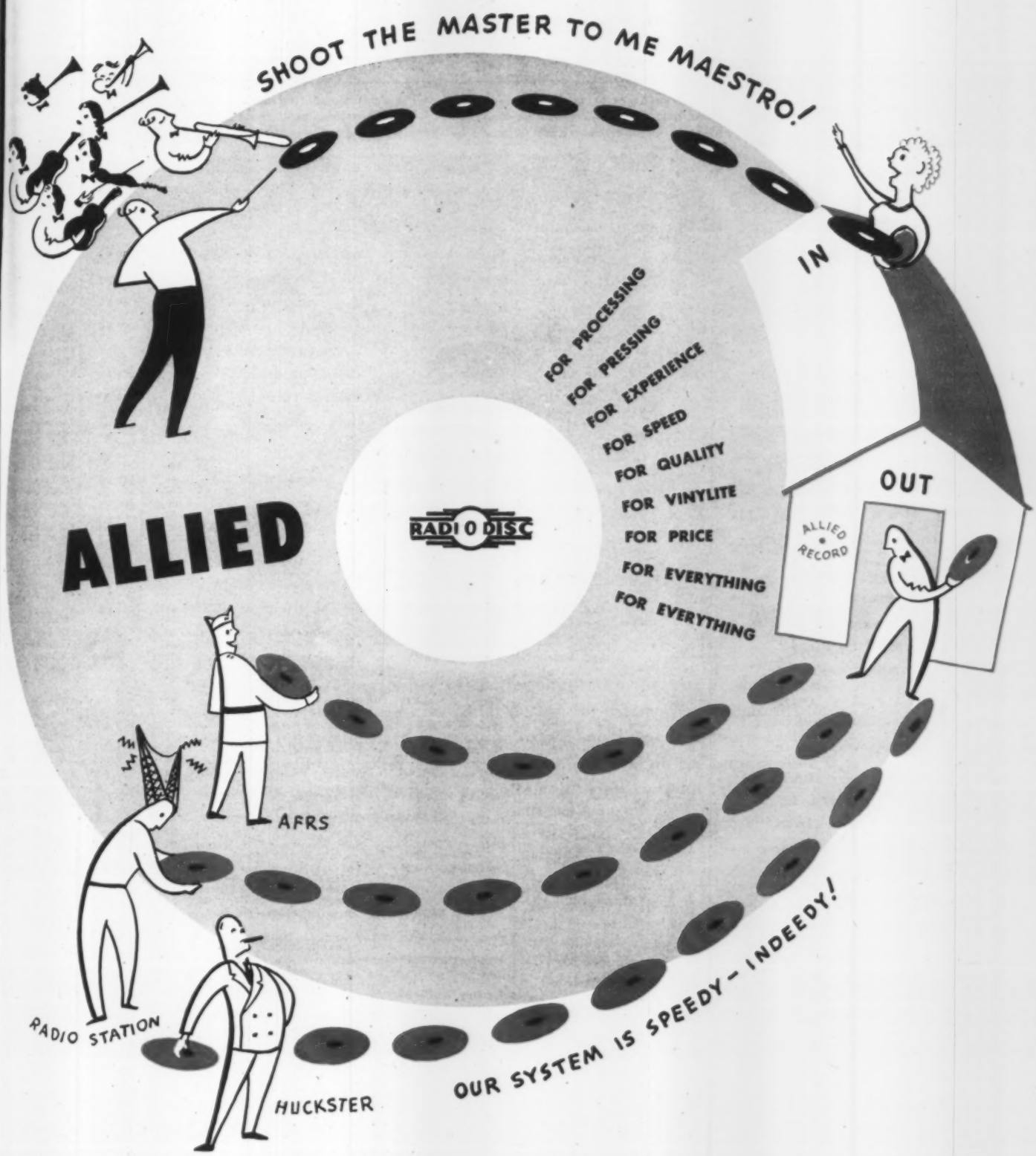
WRFD Worthington, Ohio, "Ohio's Rural Radio Station," began operations yesterday (Sept. 14) on 880 kc, 5 kw, sunrise to sunset. Studios are in Worthington, with the transmitter in Delaware County, five miles away. Station is using RCA transmitter and studio equipment. Antenna tower is 555 feet.

Dedicated to rural service, WRFD's programs will center around news, markets and music of interest to rural Ohioans. The last period of each hour is devoted to markets; the first of each hour is given over to news. The station will operate a farm of several hundred acres at the transmitter site.

James E. West is president of the Peoples Broadcasting Corp., licensee. Staff includes: Edgar Parsons, station manager, with 15 years radio experience in Minnesota, Illinois and Texas; Bob Miller, farm service director, from WLW Cincinnati; Bill Meredith, production manager, from WLS Chicago and WLW; Joseph D. Bradshaw, sales service representative, ex-WTIK Durham; John T. Davis, national sales representative, ex-WHKC Columbus; Mary Zehner, director of women's programs; Bob Horn, news editor, from WMAN Mansfield, Ohio; Lloyd Stiles, market analyst; Royce Woodward, chief engineer, of WKLX Lexington, Ky.; Eugene Meehan and Donald Little, technicians.

Help Needed

SO THAT Vermont's apple crop will not wither on the trees, WBZ-WBZA Boston-Springfield last week joined Vermont stations in a spot campaign for apple pickers vitally needed in the Green Mountain State. The campaign is running on the early morning *New England Farm Hour* program. Paul M. Visser, WBZ farm director, who announces the *Farm Hour* is handling the appeal.



Send your masters and *problems* to

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 TELEPHONE: HOllywood 5107

Directory of Commercial FM Stations in U. S.

(Compiled from official FCC records as of Sept. 2, 1947)

Standard station affiliation [1], if any, is given in parentheses or is discernable in FM call. Effective radiated power is abbreviated as ERP [2]. Expiration dates are given for outstanding construction permits and licenses in most cases [3]. If expiration date given has passed, application to renew or extend in most cases is pending at FCC. Where no expiration date is given, CP generally has not been issued although authorized. Other dates are dates of approval or notification thereof by letter.

ALABAMA

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Anniston, WHMA-FM (WMMP)	Harry M. Ayers	103.9 280	19 kw	CP only (Exp. 9-27-47)
Birmingham, WAFM (WAPI) T-nr Birmingham	Voice of Alabama Inc.	99.5 258	540 kw	CP only (Exp. 2-3-48)
Birmingham, WBRC-FM T-top Red Mt.	Birmingham Bcstg. Co. Inc.	102.5 273	560 kw	CP only (Exp. 8-19-47)
Birmingham, WDXE (WJLD) T-top Red Mt.	George Johnston and George Johnston Jr. d/b as Johnston Bcstg. Co.	93.5 228	40 kw	CP only (Exp. 11-24-47)
Birmingham, WSGN-FM T-nr Birmingham	The Birmingham News Co.	93.1 226	370 kw	CP only (Exp. 2-12-48)
Birmingham, WTNB-FM	Thomas N. Beach	106.9 295	276 kw	CP only (Exp. 3-15-48)
Gadsden, WJBY-FM	Gadsden Bcstg. Co. Inc.	103.7 279	1.5 kw	CP approved 12-26-46
Huntsville, WHBS-FM	The Huntsville Times Co. Inc.	95.1 236	10 kw	CP approved-Ltr. 4-21-47
Lanett, WRLD-FM	L. H. Duncan, Leila Duncan and Josephine A. Rawls d/b as Valley Bcstg. Co.	102.9 275	10 kw	CP approved 7-10-47
Mobile, (WABB) T-nr Whistler	Mobile Daily Newspapers Inc.	103.9 107.9	51 kw	CP only (Exp. 10-18-47)
Mobile, WALA-FM	W. O. Pape tr/as Pape Bcstg. Co.	102.1 271	32.5 kw	CP only (Exp. 9-18-47)
Mobile, WKRG-FM	Kenneth R. Giddens and T. J. Rester d/b as Giddens & Rester	97.9 250	9 kw	CP only (Exp. 8-17-47)
Mobile, WMOB-FM	Nunn Bcstg. Corp.	100.9 265	8.8 kw	CP only (Exp. 11-10-47)
Montgomery, WMGY-FM	Dixie Bcstg. Co.	99.5 258	6 kw	CP only (Exp. 12-4-47)
Montgomery, WSFA-FM T-S Montgomery	Montgomery Bcstg. Co. Inc.	100.5 263	29.7 kw	CP only (Exp. 10-1-47)
Montgomery, WCOV-FM	G. W. Covington Jr.	94.5 233	15.5 kw	CP only (Exp. 4-22-48)
Tuscaloosa, (WSRD)	James R. Doss Jr.	101.3 267	...	CP approved 8-28-47

ARIZONA

Phoenix, KRZI (KPSC)	Sun Country Bcstg. Co.	98.5 253	8 kw	CP approved
Tucson, (KTSC)	Sun Country Bcstg. Co.	99.5 258	...	Cond. grant 10-10-46

ARKANSAS

Fort Smith, KFSA-FM T-nr Winslow	Donald W. Reynolds	101.3 267	140 kw	CP only (Exp. 10-18-47)
Fort Smith, KFPW-FM	Southwestern Hotel Co.	95.7 239	9 kw	CP only (Exp. 9-3-47)
Fort Smith, KRKN-FM	Arkansas-Oklahoma Bcstg. Corp.	102.1 271	33 kw	CP only (Exp. 2-16-48)
Fort Smith, KWHN-FM T-NE Monroe, Okla.	KWHN Bcstg. Co. Inc.	98.3 252	43 kw	CP only (Exp. 11-10-47)
Siloam Springs, KUOA-FM	KUOA Inc.	96.9 245	2.6 kw	CP only (Exp. 10-18-47)

CALIFORNIA

Alameda, KONG	Abraham Kofman and Sara F. Kofman d/b as Times-Star Pub. Co.	104.9 285	750 w	CP only (Exp. 9-22-47)
Bakersfield, KERN-FM	McClatchy Bcstg. Co.	94.1 231	9.3 kw	CP approved
Berkeley, KRE-FM	Central California Bcstrs. Inc.	102.9 275	6.8 kw	CP only (Exp. 2-16-48)
Berkeley	E. Ogden Driggs	99.3 257	...	Cond. grant 4-24-47
Beverly Hills, KHRB	Beverly Hills Bcstg. Co. co-partnership, R. E. Henry and J. T. Henry	104.7 284	760 w	CP only (Exp. 8-3-47)
Big Bear Lake	Lancell S. McDonald and Carl V. Teschan d/b as Big Bear Lake Bcstg. Co.	96.7 244	...	Cond. grant 4-17-47
Burbank, KWIK-FM	Burbank Bcstrs. Inc.	94.3 232	530 w	CP approved
Chico, KHSL-FM	Golden Empire Bcstg. Co.	96.7 244	11 kw	CP only (Exp. 11-18-47)
Colton, KNOB	Woodrow Miller d/b as San Bernardino Valley Bcstrs.	94.3 232	...	Cond. grant 4-23-47
Eureka, KRED (KIEM)	Redwood Bcstg. Co. Inc.	93.9 230	2 kw	CP only (Exp. 12-22-47)
Fresno, KARM-FM	KARM, The George Harm Station	101.9 270	24.5 kw	CP only (Exp. 11-7-47)
Fresno, KRFM (KFRE)	J. E. Rodman	93.7 229	9.8 kw	CP only (Exp. 10-27-47)
Fresno, KSEQ	J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morley M. Maddox and Charles A. Whitmore d/b as Tulare-Kings Counties Radio Assoc.	99.5 258	3.2 kw	CP approved 8-28-47

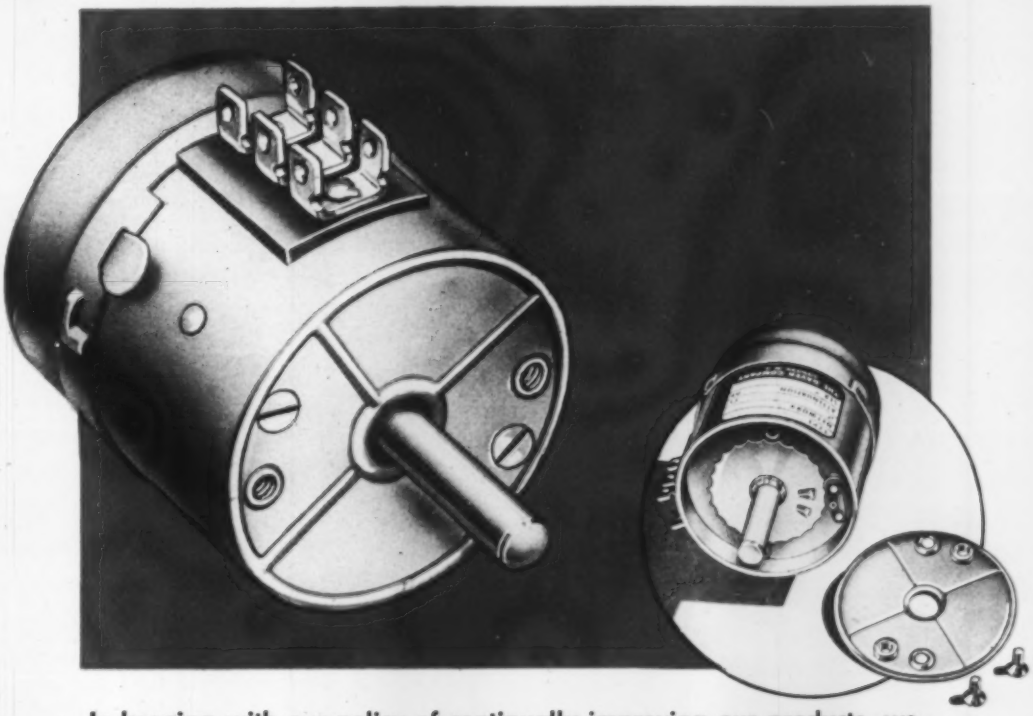
CALIFORNIA—Continued

Fresno, (KMJ)	McClatchy Bcstg. Co.	97.9 250	...	Cond. grant 4-23-47
Fresno	Pacific Bcstg. Co.	95.5 238	...	Cond. grant 7-17-47
Hollywood, KNX-FM T-NE Los Angeles	Columbia Bcstg. System Inc.	96.5 243	230 kw	CP only (Exp. 9-28-47)
Long Beach	The Cerritos Bcstg. Co.	103.1 276	320 w	CP approved 7-24-47
Los Angeles, KCLI T-Mt. Wilson	Cannon & Callister Inc.	105.1 286	36 kw	CP only (Exp. 12-4-47)
Los Angeles, KECA-FM	American Bcstg. Co. Inc.	95.5 238	290 kw	CP only (Exp. 2-17-48)
Los Angeles, KFAC-FM T-Mt. Wilson	Los Angeles Bcstg. Co. Inc.	104.3 282	270 kw	CP only (Exp. 9-27-47)
Los Angeles, KFI-FM	Earle C. Anthony Inc.	105.9 290	265 kw	CP only (Exp. 2-16-48)
Los Angeles, KFVD-FM	Standard Bcstg. Co.	96.9 245	14.9 kw	CP only (Exp. 3-27-48)
Los Angeles, KHJ-FM T-Mt. Lee	Don Lee Bcstg. System	101.1 266	...	Licensed (Exp. 5-1-47) (Ext. 10-1-47)
Los Angeles, KKLA (KFSG)	Echo Park Evangelistic	97.1 246	58 kw	CP only (Exp. 2-16-48)
Los Angeles, KMGM	Metro-Goldwyn-Mayer Studios Inc.	98.7 254	49 kw	CP only (Exp. 2-16-48)
Los Angeles, KMPC-FM	KMPC, The Station of The Stars, Inc.	100.3 262	460 kw	CP only (Exp. 9-27-47)
Los Angeles, KOMB (KGER) T-NE Pasadena	Consolidated Bcstg. Corp. Ltd.	101.9 270	10.5 kw	CP only (Exp. 10-27-47)
Los Angeles, KRKD-FM	Radio Bcstrs. Inc.	96.3 242	...	Cond. grant 10-31-46
Los Angeles, KTML T-NE Los Angeles	The Times-Mirror Co.	103.5 278	165 kw	CP only (Exp. 9-21-47)
Los Angeles, KVUN	Unity Bcstg. Corp. of Calif.	94.7 234	44 kw	CP only (Exp. 2-16-48)
Marysville, KMYC-FM T-nr Marysville	Marysville-Yuba City Bcstrs. Inc.	92.7 224	4.7 kw	CP only (Exp. 10-13-47)
Marysville, KSVA	Sacramento Valley Bcstrs., partnership, Warren N. Shingle, Lester L. Rice and Beverly B. Ballard	101.5 268	38 kw	CP only (Exp. 4-27-47)
Merced, KYOS-FM	Merced Bcstg. Co.	97.5 248	2.9 kw	CP only (Exp. 3-18-48)
Modesto, KBEE	McClatchy Bcstg. Co.	103.3 277	3.4 kw	CP approved 8-28-47
Modesto, (KTRB)	KTRB Bcstg. Co. Inc.	104.1 281	...	Cond. grant 3-12-46
Monterey, KDON-FM	Monterey Peninsula Bcstg. Co.	94.5 233	3.4 kw	CP only (Exp. 2-16-48)
Oakland, KLX-FM	Tribune Bldg. Co.	101.3 267	20 kw	CP only (Exp. 9-26-47)
Oakland, (KROW)	KROW Inc.	95.7 239	3.6 kw	CP approved 8-21-47
Oakland, KWBR-FM T-San Francisco	S. W. Warner and E. N. Warner d/b as Warner Bros.	97.3 247	10 kw	CP only (Exp. 10-24-47)
Ontario, KOCS-FM	The Daily Report, partnership, Mrs. Jerene Appleby Harnish, Walter Axley, Mrs. Annie M. Potter and Carlton R. Appleby	93.5 228	310 w	CP only (Exp. 7-21-47)
Palo Alto, KPNI-FM	Peninsula Newspapers Inc.	101.7 269	770 w	CP only (Exp. 10-27-47)
Pasadena, KAGH	Andrew G. Haley tr/as Rose Bowl Bcstrs.	98.3 252	420 w	CP only (Exp. 9-18-47)
Pasadena, KWFM (KWKW)	Marshall S. Neal, Paul Buklig, E. T. Faley and Edwin Earl d/b as So. Calif. Bcstg. Co.	102.7 274	14.7 kw	CP only (Exp. 12-2-47)
Reading, KOCU-FM	Golden Empire Bcstg. Co.	103.9 280	1 kw	CP only
Richmond, KRCC	Contra Costa Bcstg. Co.	100.1 261	500 w	CP only (Exp. 7-31-47)
Riverside, KPOR (KPRO)	The Bcstg. Corp. of America	97.5 248	20 kw	CP only (Exp. 1-19-48)
Sacramento, KCRA-FM	Ewing C. Kelly, David R. McKinley and Vernon Hansen d/b as Central Valleys Bcstg. Co.	96.1 241	50 kw	CP approved-Ltr. 3-12-47
Sacramento, KFBK-FM	McClatchy Bcstg. Co.	96.9 245	...	Cond. grant-Ltr. 12-20-45
Sacramento, KROY-FM	Harmco Inc.	94.5 233	12.6 kw	CP approved-Ltr. 3-11-47
Sacramento, KXOA-FM	Sacramento Bcstrs. Inc.	107.9 300	9.3 kw	CP approved-Ltr. 11-26-46
Salinas, KSLI	Luther E. Gibson	96.9 245	9.4 kw	CP only (Exp. 2-16-48)
San Bernardino, KBMT	The Sun Co. of San Bernardino, Cal.	99.9 260	6.4 kw	CP only (Exp. 10-27-47)
San Bernardino, KFXM-FM T-nr San Bernardino	J. C. Lee and E. W. Lee (Lee Bros. Bcstg. Co.)	95.1 236	470 w	CP only (Exp. 4-23-47)
San Bruno, KSBR	Radio Diablo Inc.	100.5 263	250 kw	CP only (Exp. 2-16-48)
San Diego, KFMB-FM	The Jack Gross Bcstg. Co.	100.5 263	...	Cond. grant

(Continued on page 112)

DAVEN ENGINEERING

AGAIN BRINGS YOU A NEW AND *Better* ATTENUATOR

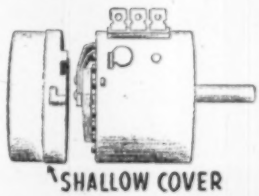


In keeping with our policy of continually improving our products, we have developed a new and better design for the mechanical construction* of our attenuators. In addition to improved standard features, the latest Daven units offer a choice of mountings and an optional ground lug. Dimensions of the new type attenuators make them interchangeable with preceding models.

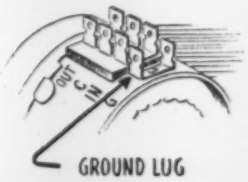
*Patent Pending.

IMPROVED FEATURES

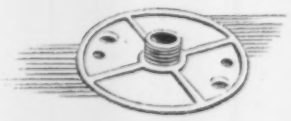
- A non-ferrous can with an attractive finish.
- A dust-proof housing which provides total shielding.
- A two piece can with a positive lock, which is constructed so that the dust cover can readily be removed with one hand. No more screws or knurled nuts to strip, misplace or drop.
- 50% less space is required than heretofore to remove the new shallow dust cover, thus permitting the unit to be mounted in a smaller space than formerly.
- Good electrical contact is assured between the front of the unit and the back cover.
- All fibre and other moisture absorbing parts have been eliminated.
- A ground lug on the shield may be supplied, if required.
- Two hole mounting is standard on the new type units, however single hole mounting may be secured.
- A roller type detent, as shown above, replaces the former ball and spring mechanism. Advantages of the roller detent are longer life and more positive action.



SHALLOW COVER



GROUND LUG



SINGLE HOLE MTG.

May we suggest, when purchasing speech input equipment, that you specify DAVEN CONTROLS.

DAVEN

Directory of Commercial FM Stations in United States

(*Continued from page 110*)

CALIFORNIA—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
San Diego, KFSD-FM T-nr San Diego	Airfan Radio Corp. Ltd.	94.1 231	33 kw	CP only (Exp. 12-5-47)
San Diego, KSON-FM	John Gordon Studebaker and John Ward Studebaker d/b as Studebaker Bcstg. Co.	104.7 284	16 kw	CP only (Exp. 2-16-48)
San Diego, KLIK-FM	Union Tribune Pub. Co.	96.5 243	48 kw	CP only (Exp. 12-14-47)
San Diego, (KLIK)	Balboa Radio Corp.	....	20 kw	CP only
San Francisco, KGO-FM	American Bcstg. Co. Inc.	106.1 291	1.6 kw	CP only (Exp. 9-6-47)
San Francisco, KJBS-FM	KJBS Bcstrs., partnership, William B. Dolph, Elizabeth N. Bingham, Alice H. Lewis, Glenna G. Dolph, Edwin P. Franke, D. Worth Clark and Hope D. Pettey	98.9 255	35 kw	CP only (Exp. 1-1-48)
San Francisco, KPAF (KQW)	Pacific Agricultural Foundation Ltd.	103.7 279	44 kw	CP only (Exp. 11-5-47)
San Francisco, KPO-FM	National Bcstg. Co. Inc.	99.7 259	45 kw	CP only (Exp. 4-12-47)
San Francisco, KRON	The Chronicle Pub. Co.	96.5 243	...	Cond. grant 7-25-46
San Francisco, KSFH T-Oakland	Pacific Bcstg. Co.	94.9 235	15.8 kw	CP only (Exp. 11-5-47)
San Francisco, KSFO-FM	The Associated Bcstrs. Inc.	98.1 251	14 kw	CP only (Exp. 9-14-47)
San Jose, KLOK-FM	E. L. Barker, Claribel Barker, T. H. Canfield, Opal A Canfield and Charles M. O'Brien, Jr. d/b as Valley Bcstg. Co.	98.5 253	10 kw	CP only (Exp. 10-15-47)
San Jose, KRPO	FM Radio and Television Corp.	92.3 222	340 kw	CP only (Exp. 2-16-48)
San Jose, KSJO-FM	Santa Clara Bcstg. Co.	105.5 288	1 kw	CP only (Exp. 6-22-47)
San Luis Obispo, KVEC-FM	Christina M. Jacobson, tr/as Valley Electric Co.	99.9 260	16.7 kw	CP only (Exp. 10-7-47)
San Mateo, KSMO-FM T-San Carlos	Amphlett Printing Co.	93.3 227	820 w	CP only (Exp. 9-13-47)
San Mateo (KUSM)	Edmund Scott, Gordon D. France, Merwyn F. Planting and Hugh H. Smith d/b as San Mateo County Bcstrs.	100.9 265	...	Cond. grant 2-20-47
Santa Ana, KVOE-FM	The Voice of the Orange Empire Inc. Ltd.	96.7 244	1 kw	CP only (Exp. 3-3-48)
Santa Barbara, KTMS-FM	News-Press Pub. Co.	....	...	Cond. grant Ltr. 4-25-46
Santa Cruz, (KRUZ)	L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Bcstg. Co.	107.7 299	...	Cond. grant 4-23-47
Santa Maria, KRJM	Robert K. Hancock and Stanworth C. Hancock d/b as Santa Maria Daily News	103.1 276	336 w	CP only (Exp. 4-8-47)
Santa Rosa, KSRO-FM	Ruth W. Finley	102.5 273	...	Cond. grant 7-17-47
Stockton, KGDM-FM	E. F. Peffer	92.9 225	39 kw	CP only (Exp. 10-21-47)
Turlock	Wallace N. Lindskoog, Luther G. Boone, Gordon H. Mowrer, Elmer A. Hyer, August Lindblom, C. H. Lindgreen, Wilbur Merrill, Gilbert Moody d/b as Turlock Bcstg. Group	100.9 265	...	Cond. grant 3-12-47

COLORADO

Denver, KLZ-FM	KLZ Bcstg. Co.	92.1 221	...	Cond. grant 12-26-46
Denver, KOA-FM	National Bcstg. Co. Inc.	95.7 239	...	Cond. grant 12-26-46
Pueblo, (KROM)	Rocky Mountain Bcstg. Co.	98.1 251	...	Cond. grant 4-17-47

CONNECTICUT

Danbury, WLAD-FM	The Berkshire Bcstg. Corp.	98.3 252	220 w	CP only (Exp. 2-16-48)
Hartford, WDRC-FM T-Meriden	The Connecticut Bcstg. Co.	93.7 229 46.5	7 kw	Licensed (Exp. 5-1-48, CP freq. exp. 12-17-47)
Hartford, WONS-FM	The Yankee Network Inc.	102.9 275	10.2 kw	CP only (Exp. 2-20-48)
Hartford, WTIC-FM T-Avon	The Travelers Bcstg. Service Corp.	96.5 45.3 243	8 kw	Licensed (Exp. 5-1-48, CP power exp. 2-11-48)
Hartford, WTHT-FM	The Hartford Times Inc.	106.1 291	5.6 kw	CP approved 8-28-47
Meriden, WMMW-FM T-nr Meriden	Silver City Crystal Co.	95.7 239	7 kw	CP only (Exp. 11-23-47)
New Britain, WKNB-FM T-Avon	The New Britain Bcstg. Co.	103.7 279	20 kw	CP only (Exp. 10-15-47)
New Haven, WBIB T-Hamden	The Colony Bcstg. Corp.	100.7 264	20 kw	CP only (Exp. 9-20-47)
New Haven, WNHC-FM	Elm City Bcstg. Corp.	99.1 256	20 kw	CP only (Exp. 9-1-47)
New Haven, (WELI)	Connecticut Radio Foundation Inc.	107.9 300	20 kw	CP approved 8-14-47
New Haven, (WKOY)	The New Haven Bcstg. Corp.	95.1 236	20 kw	CP approved 8-14-47
New London, WNLC-FM	Thames Bcstg. Corp.	99.5 258	20 kw	CP only (Exp. 12-16-47)
Stamford, WSTC-FM	The Western Connecticut Bcstg. Co.	96.7 244	500 w	CP only (Exp. 10-18-47)
Waterbury, WBRY-FM	American Republican Inc.	102.5 273	10.2 kw	CP approved-Ltr. 7-24-46

DELAWARE

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Waterbury, (WWCO)	The Mattatuck Bcstg. Co.	105.3 287	...	Cond. grant 2-14-47
Wilmington, WBRB	Wilmington-Tri-State	....	20 kw	CP only
Wilmington, WILM-FM	Delaware Bcstg. Co.	99.5 258	20 kw	CP approved-Ltr. 10-30-46
Wilmington, WTUX-FM	Port Frere Bcstg. Co. Inc.	107.3 297	16 kw	CP approved-Ltr. 3-11-47
Wilmington, (WDEL)	WDEL Inc.	....	15.3 kw	CP only

DISTRICT OF COLUMBIA

Washington, WASH T-Wheaton, Md.	Everett L. Dillard tr/as Commercial Radio Equipment Co.	97.1 246	15 kw	CP only (Exp. 5-4-47)
Washington, WCFM	Potomac Bcstg. Cooperative	99.5 258	...	Cond. grant 8-9-46
Washington, WHMB	Theodore Granik	100.3 262	19 kw	CP only (Exp. 2-3-48)
Washington, WINX-FM T-Garden City, Va.	WINX Bcstg. Co.	96.3 242	20 kw	CP only (Exp. 11-29-47)
Washington, WMAL-FM	The Evening Star Bcstg. Co.	107.3 297	20 kw	CP only (Exp. 11-5-47)
Washington, WOL-FM T-Wheaton, Md.	Cowles Bcstg. Co.	98.7 254	20 kw	CP only (Exp. 11-26-47)
Washington, WQQW-FM T-Wheaton, Md.	Metropolitan Bcstg. Corp.	103.5 278	20 kw	CP only (Exp. 4-9-47)
Washington, WRC-FM	National Bcstg. Co. Inc.	93.9 230	20 kw	CP only (Exp. 10-15-47)
Washington, WWDC-FM T-Rosemary Hills, Md.	Capital Bcstg. Co.	100.1 261	20 kw	Cond. grant-Ltr. 1-27-47
Washington, WTOP-FM	Columbia Bcstg. System Inc.	105.1 286	...	Cond. grant 7-17-47

FLORIDA

Belle Glade, WSWN-FM	Seminole Bcstg. Co.	....	...	Cond. grant 6-26-47
Clearwater	Springtime City Bcstg. Co.	100.1 261	...	Cond. grant 7-17-47
Daytona Beach, WNDB-FM	News-Journal Corp.	94.5 233	8.5 kw	CP only (Exp. 7-27-47)
Daytona Beach, (WMFJ)	W. Wright Esch	97.5 248	...	Cond. grant 2-20-47
Fort Lauderdale, WGOR	Gore Pub. Co.	106.5 293	9.6 kw	CP only (Exp. 11-19-47)
Jacksonville, WJAX-FM	City of Jacksonville	95.1 236	159 kw	CP approved-Ltr. 6-17-46
Jacksonville, WJHP-FM T-nr Jacksonville	The Metropolis Co.	96.9 245	34 kw	CP only (Exp. 10-18-47)
Jacksonville, WMBR-FM	Florida Bcstg. Co.	96.1 241	20 kw	CP only (Exp. 9-25-47)
Jacksonville, WPDQ-FM	Jacksonville Bcstg. Corp.	99.7 259	36 kw	CP only (Exp. 9-15-47)
Miami, WIOD-FM	Isle of Dreams Bcstg. Corp.	97.3 247	54 kw	CP only (Exp. 11-22-47)
Miami, WMIM	Everglades Bcstg. Co.	99.9 260	11 kw	CP approved-Ltr. 3-10-47
Miami, WQAM-FM	Miami Bcstg. Co.	94.9 235	49 kw	CP only (Exp. 5-16-47)
Miami, WWPB-FM	Paul Brake	101.5 268	8.5 kw	CP only (Exp. 2-16-48)
Miami, WGBS-FM	The Fort Industry Co.	96.3 242	27 kw	CP only (Exp. 4-12-48)
Miami Beach, WKAT-FM	WKAT Inc.	93.1 226	306 kw	CP approved-Ltr. 6-21-46
Miami Beach	Mercantile Bcstg. Co.	93.9 230	...	Cond. grant 8-1-47
Orlando, WHOO-FM	Orlando Daily Newspapers Inc.	96.5 243	47 kw	CP only (Exp. 11-10-47)
Orlando, WLOF-FM	Hazlewood Inc.	....	...	Cond. grant 4-10-46
Orlando, (WDBO)	Orlando Bcstg. Co. Inc.	92.3 222	...	Cond. grant 4-29-47
Palm Beach, WWPG-FM T-nr Palm Beach	Palm Beach Bcstg. Corp.	97.9 250	22 kw	CP only (Exp. 10-10-47)
Pensacola, WCOA-FM	Pensacola Bcstg. Co.	98.9 255	5.5 kw	CP approved-Ltr. 7-24-46
St. Petersburg, WTSP-FM T-nr St. Petersburg	Pinellas Bcstg. Co.	102.5 273	37 kw	CP only (Exp. 10-6-47)
Tallahassee, WTAL-FM T-SW Tallahassee	John H. Phipps	103.9 280	710 w	CP only (Exp. 9-20-47)
Tampa, WDAE-FM	Tampa Times Co.	105.7 289	...	Cond. grant-Ltr. 4-12-46
Tampa, WFLA-FM T-nr Gibsonton	The Tribune Co.	93.3 227	46 kw	CP only (Exp. 8-18-47)
West Palm Beach WJNO-FM	WJNO Inc.	98.7 254	49 kw	CP only (Exp. 11-6-47)

GEORGIA

Athens, WBAU-FM	J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland d/b as J. K. Patrick & Co.	99.5 258	4.4 kw	CP only (Exp. 10-20-47)
Atlanta, WAGA-FM	Liberty Bcstg. Corp.	103.3 277	20 kw	CP only (Exp. 2-12-48)
Atlanta, WATL-FM	J. W. Woodruff tr/as Atlanta Bcstg. Co.	97.5 248	40 kw	CP only (Exp. 2-12-48)
Atlanta, WBGE-FM	Mike Benton tr/as General Bcstg. Co.	95.5 238	20 kw	CP only (Exp. 2-12-48)
Atlanta, WCON-FM	The Constitution Pub. Co.	98.5 253	20 kw	CP only (Exp. 1-17-48)
Atlanta, WGST-FM	Georgia School of Technology	94.1 231	345 kw	CP only (Exp. 2-12-48)

(*Continued on page 114*)

Sorry...

...WHOO CAN'T JOIN YOU AT THE CONVENTION THIS YEAR

We're still in our overalls.

Those convention highballs will have to wait until 1948.

The Owl station staff is working three shifts daily, 24 hours a day, seven days a week, to get on the air.

We've an audience of 1,222,512 Floridians waiting for our 10,000 watts. We're shooting at an Oct. 15 opening date.

Our three 247-foot self-supporting towers are up.

Now three crews of steel workers are pushing the 500-foot guyed tower skyward.

WHOO, a fulltime ABC affiliate, will go into 40 Florida counties.

WHOO's listeners will stretch from Orlando to Jacksonville, to Gainesville and to Palm Beach, on to St. Petersburg and down to Ft. Myers. WHOO will have listeners in 268,322 radio homes from the Atlantic Ocean to the Gulf of Mexico, through the rich heartland of Florida.

Our home is in Central Florida's capital—Orlando.

Our owners are the *Orlando Morning Sentinel*, the *Orlando Evening Star* and the *Sunday Sentinel-Star*, Central Florida's biggest newspapers.

WHOO will dominate the biggest and fastest growing Florida market.

Naturally Florida advertisers are in a hurry to buy WHOO's time.

Already more than 100 local contracts have been signed.

Already six national advertisers have joined the WHOO business-getting parade.

Good luck to all of you. WHOO will be with you at the 1948 convention.

RADIO STATION

WHOO

The Sentinel-Star's 10,000 watt Owl station in

ORLANDO, FLORIDA

Phone Orlando 9900

990 on your dial

Offices Ft. Gatlin Hotel Orange Avenue Orlando, Fla.

An ABC Affiliate

National Representatives-George P. Hollingbery Co.

New York-Chicago-Atlanta-Los Angeles-San Francisco

Directory of Commercial FM Stations in United States

(*Continued from page 112*)

GEORGIA—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Atlanta, WSB-FM	The Atlanta Journal Co.	104.5 283	50 kw	CP only (Exp. 2-12-48)
Atlanta	Fred B. Wilson and Channing Cope d/b as Wilson & Cope	....	49 kw	CP only
Augusta, WFMV T-N Augusta	The Augusta Chronicle Bcstg. Co.	103.7 279	15 kw	CP only (Exp. 9-2-47)
Augusta, WRDW-FM	Augusta Bcstg. Co.	105.7 289	30 kw	CP approved- Ltr. 6-7-46
Cedartown, WGAA-FM T-nr Rome	Northwest Georgia Bcstg. Co.	96.1 241	5.1 kw	CP only (Exp. 12-14-47)
Columbus, WDAK-FM	Radio Columbus Inc.	107.9 300	10.4 kw	CP only (Exp. 9-30-47)
Columbus, WGBA-FM T-nr Columbus	Georgia-Alabama Bcstg. Corp.	95.1 236	9 kw	CP only (Exp. 6-10-47)
Columbus, WRBL-FM	J. W. Woodruff, J. W. Woodruff, Jr. and E. B. Cartledge Jr. d/b as Columbus Bcstg. Co.	96.7 244	12 kw	CP only (Exp. 12-1-47)
Decatur, WEAS-FM	Eurith Dickinson Rivers Jr.	106.3 292	...	Cond grant 6-26-47
Dublin, WMLT-FM	Dublin Bcstg. Co.	....	2.5 kw	CP only (Exp. 4-13-48)
Gainesville	Northeast Georgia Bcstg. Co.	101.7 269	...	Cond. grant 7-17-47
La Grange, WLAG-FM	La Grange Bcstg. Co.	104.1 281	5.1 kw	CP approved 8-28-47
Macon, WBML-FM	Middle Georgia Bcstg. Co.	100.7 264	32 kw	CP only (Exp. 2-21-48)
Macon, WMAZ-FM	Southeastern Bcstg. Co.	99.1 256	32 kw	CP only (Exp. 9-29-47)
Macon, WNEX-FM	Macon Bcstg. Co.	96.9 245	41 kw	CP approved
Moultrie, WMGA-FM S-T nr Moultrie	John F. Pidcock	103.5 278	14 kw	CP only (Exp. 9-10-47)
Newman, WCOH-FM	Newman Bcstg. Co., partnership, D. T. Manget, Evan W. Thomasson, James Thomasson and Ida Thomasson	92.3 222	...	Cond. grant 3-20-47
Rome, WBIX-FM	Robert L. Tomlinson Jr. and Robert L. Tomlinson Sr. d/b as Rome Radio Bcstg. Co.	104.9 285	...	Cond. grant 6-11-47
Rome, WLAQ-FM	News Pub. Co.	107.3 297	...	Cond. grant 5-22-47
Rome, WRGA-FM	Rome Bcstg. Corp.	106.5 293	1.4 kw	CP only (Exp. 10-10-47)
Savannah, WCCP-FM	Carter C. Peterson	95.5 238	7.1 kw	CP only (Exp. 7-10-47)
Savannah, WSAV-FM	WSAV Inc.	100.3 262	11 kw	CP only (Exp. 10-21-47)
Savannah, WTOC-FM	Savannah Bcstg. Co.	97.3 247	43 kw	CP only (Exp. 12-18-47)
Savannah, (WDAR)	A. C. Neff	96.5 243	...	Cond. grant 7-10-47
Toccoa, WLET (WRLC)	R. G. LeTourneau	102.9 275	10 kw	CP only (Exp. 9-2-47)
Valdosta, (WGOV)	E. D. Rivers	92.5 223	7 kw	CP approved 12-5-45

IDAHO

Boise, KDSH-FM	Boise Valley Bcstrs. Inc.	....	...	Cond. grant 4-10-47
Boise, KIDO-FM	KIDO Inc.	106.1 291	3.3 kw	CP only (Exp. 2-11-47)
Boise	Queen City Bcstg. Co.	98.1 251	...	Cond. grant
Idaho Falls, KID-FM	Idaho Radio Corp.	103.3 277	...	Cond. grant 7-10-47
Nampa, KFXD-FM T-nr Meridan	Frank E. Hurt & Sons, partnership, Frank E. Hurt and Edward P. Hurt	101.9 270	2.5 kw	CP only (Exp. 1-7-48)
Pocatello, KSEI-FM	Radio Service Corp.	96.5 243	1.8 kw	CP only (Exp. 8-31-47)
Twin Falls, KTFI-FM T-W Twin Falls	Radio Bcstg. Corp.	93.1 226	3 kw	CP only (Exp. 8-31-47)

ILLINOIS

Alton, (WOKZ)	R. C. Goshorn and R. L. Rose, d/b as Illinois-Alton Bcstg. Co.	99.9 260	...	Cond. grant 5-8-47
Aurora, WBNU	The Copley Press Inc. (Aurora Beacon-News Div.)	103.9 280	1 kw	CP approved 8-21-47
Bloomington, WJBC-FM	Bloomington Bcstg. Corp.	101.5 268	6 kw	CP only (Exp. 6-14-47)
Brookfield, WRGK	George M. Ives	103.1 276	250 w	CP only (Exp. 1-14-48)
Canton, (WBYS)	Fulton County Bcstg. Co.	100.9 265	...	Cond. grant 4-10-47
Carbondale, WCIL-FM	Paul F. McRoy, John H. Searing, Ann E. Searing, d/b as Southern Illinois Bcstg.	100.7 264	3 kw	CP only 10-1-47
Centralia, (WCNT)	Hobart Stephenson	96.5 243	...	Cond. grant 8-21-47
Champaign, WDWS-FM	The Champaign News-Gazette Inc.	97.5 248	33 kw	CP only (Exp. 2-16-48)
Chicago, WANF	Amalgamated Bcstg. System Inc.	105.9 290	19 kw	CP only (Exp. 2-19-48)
Chicago, WBBM-FM	Columbia Bcstg. System Inc.	97.1 246	13 kw	Licensed (Exp. 6-1-48)
Chicago, WBIK	Balaban & Katz Corp.	96.3 242	17 kw	CP only (Exp. 2-14-48)

ILLINOIS—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Chicago, WDLM (WMBI) T-Addison	Moody Bible Institute	95.5 238	...	Licensed (Exp. 6-1-48)
Chicago, WEFM	Zenith Radio Corp.	99.5 258	16 kw	Licensed (Exp. 5-1-48)
Chicago, WEHS (WHFC)	WHFC Inc.	97.9 250 (CP freq. Exp. 6-25-47)	...	Licensed (Exp. 6-1-47)
Chicago, WENR-FM	American Bcstg. Co. Inc.	94.7 234	15 kw	CP only (Exp. 2-14-48)
Chicago, WFMF (WJJD)	WJJD Inc.	100.3 262	17 kw	CP only
Chicago, WGNB (WGN)	WGN Inc.	98.7 254 (CP freq. Exp. 11-1-47)	20 kw	Licensed (Exp. 5-1-48)
Chicago, WSBC-FM	Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller d/b as Radio Station WSBC	101.9 265	31 kw	CP only
Chicago, WVAC	UAW-CIO Bcstg. Corp. of Illinois	105.1 286	20 kw	CP only (Exp. 2-14-48)
Chicago, WCFL-FM	Chicago Federation of Labor	104.3 282	22 kw	CP only
Chicago, WAAF-FM	Drovers Journal Pub. Co.	103.5 278	12.5 kw	CP only
Chicago, WMAQ-FM	National Bcstg. Co.	101.1 266	25 kw	CP only
Chicago, (WGES)	John A. Dyer, Vivian L. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and Wm. F. Moss d/b as Radio Station WGES	93.7 229	20 kw	CP only
Chicago, (WSBC)	Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller d/b as Radio Station WSBC	101.9 270	31 kw	CP only
Decatur, WSOY-FM	Commodore Bcstg. Inc.	98.7 254	31.2 kw	CP only (Exp. 9-7-47)
Elgin, WGNN	The Copley Press Inc.	94.3 232	...	Cond. grant 4-24-47
Elmwood Park, WLEY	Elmwood Park Bcstg. Corp.	107.1 296	320 w	CP only (Exp. 2-16-48)
Evanston, WEAW	North Shore Bcstg. Co. Inc.	96.7 244	665 w	CP only (Exp. 6- 4-47)
Evanston	Sentinel Radio Corp.	106.3 292	...	Cond. grant 2-1-46
Freeport, WFJS	Freeport Journal-Standard Pub. Co.	102.5 273	9 kw	CP only (Exp. 10-10-47)
Harrisburg, WEBQ-FM	Harrisburg Bcstg. Co.	99.9 260	4.2 kw	CP only (Exp. 9-17-47)
Herrin, WFPF-FM S&T-N Herrin	Lyerla Orville W.	98.5 253	20 kw	CP only (Exp. 9-28-47)
Joliet, WLHN	The Copley Press Inc. (Joliet Herald-News Div.)	92.7 24	...	Cond. grant 4-24-47
Kankakee, WKIL (WKAN)	Kankakee Daily Journal Co.	100.7 264	60 kw	CP only (Exp. 9-20-47)
Marion	Harry L. Crisp	101.7 269	...	Cond. grant 5-8-47
Mt. Vernon, WMIW	Midwest Bcstg. Co.	103.3 277	9.2 kw	CP only (Exp. 9-2-47)
Mt. Vernon, WMIX-FM	Mt. Vernon Radio and Television Co.	94.1 231	13.7 kw	CP only (Exp. 12-15-47)
Oak Park	Virgil Edward Otto and Robert Charles Meissner d/b as Commander Industries	93.5 228	...	Cond. grant 5-8-47
Oak Park	Gale Bcstg. Co. Inc.	98.3 252	...	Cond. grant 4-10-47
Oak Park	Village Bcstg. Co.	102.3 272	...	Cond. grant 8-14-47
Peoria, WEEK-FM	West Central Bcstg. Co.	93.3 227	2 kw	CP only (Exp. 2-16-48)
Peoria, WIRL-FM	Edward J. Altofer, John M. Camp, John H. Altofer, Katherine A. Swain and Timothy W. Swain d/b as Illinois Valley Bcstg. Co.	95.7 239	51 kw	Cond. grant 3-8-47
Peoria, WMBD-FM	Peoria Bcstg. Co.	92.5 223	...	CP approved 3-28-47
Peoria, WMMJ-FM	Mid-State Bcstg. Co.	96.5 243	10 kw	CP only (Exp. 2-16-48)
Peoria, WWXL-FM	Central Illinois Radio Corp.	94.1 231	20 kw	Cond. grant 3-28-47
Quincy, WQDI	Quincy Newspapers Inc.	105.1 286	13 kw	CP only (Exp. 10-6-47)
Quincy, WTAD-FM T-NE Quincy	Lee Bcstg. Inc.	99.5 258	53 kw	CP only (Exp. 6-30-47)
Rockford, WROK-FM	Rockford Bcstrs. Inc.	97.5 248	44 kw	CP appr. Ltr. 4-21-47
Rock Island, WHBF-FM	Rock Island Bcstg. Co.	98.9 254	36.6 kw	CP only (Exp. 9-17-47)
Springfield, WCVS-FM	WCBS Inc.	102.9 275	25 kw	CP only (Exp. 10-28-47)
Springfield, WTAX-FM	WTAX Inc.	103.7 279	6.7 kw	CP only (Exp. 9-20-47)
Springfield	Radio Springfield Inc.	104.5 283	...	Cond. grant 5-8-47
Waukegan, WKRS	Keystone Printing Service Inc.	106.7 294	12 kw	CP only (Exp. 11-13-47)

(*Continued on page 252*)

YOU MIGHT STEAL 892 BASES*—

BUT... YOU CAN'T SLIDE INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you are trying to reach Grand Rapids, Kalamazoo and Western Michigan from *any* "outside" city—well, it's no runs, no hits, but a very real error!

Western Michigan has a fading condition which *strikes out* the reception of even the most powerful outside signal. All you have to do to prove this point is to study any listening report you choose. . . .

To *cover* Western Michigan (and to get the highest Hoopers in the area, morning, noon or night) the majority of advertisers use WKZO-WJEF. These two CBS stations give you a combination that can't be matched by any other station or combination of stations either inside or outside the area.

Ask for the facts—from us, or from Avery-Knodel, Inc.

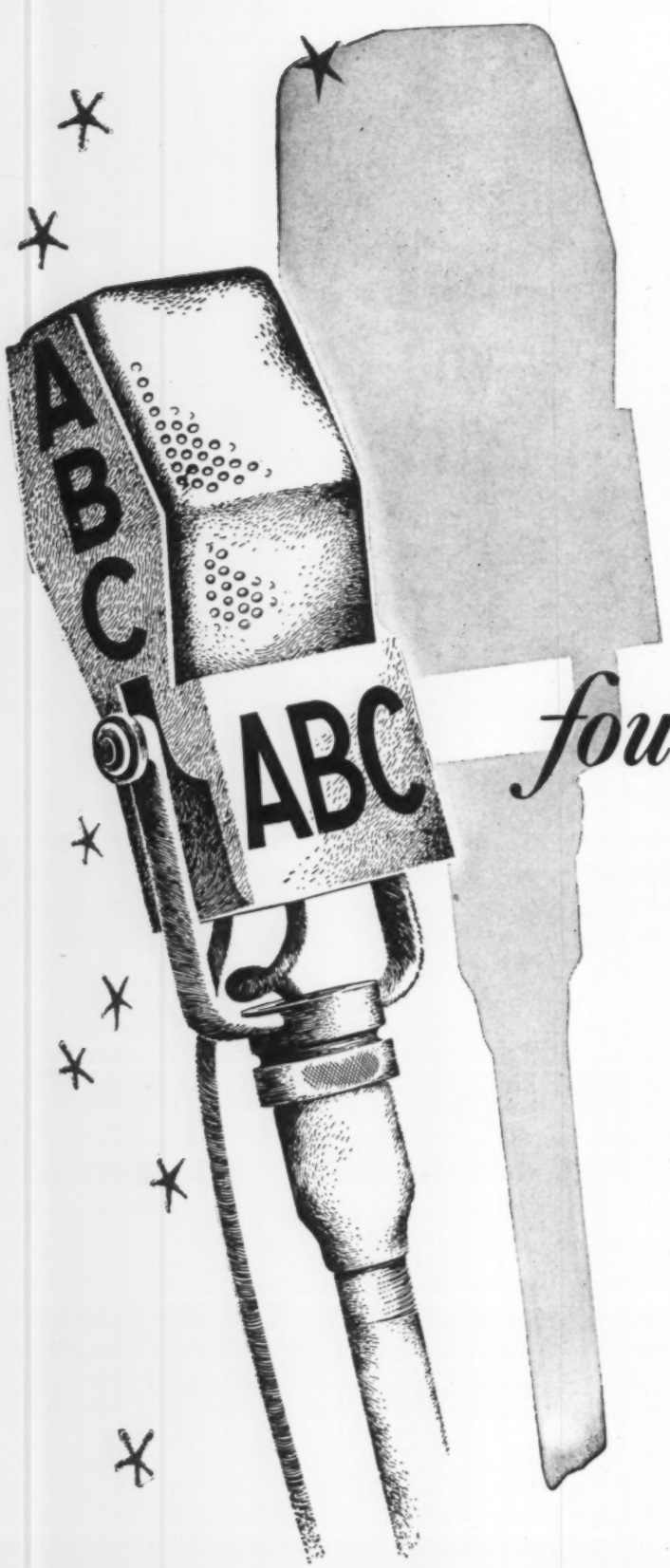
* *During 24 years of baseball, Ty Cobb stole 892 bases.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



four years later...

1943-1947

IN THE SUMMER OF 1943, the American Broadcasting Company (then the Blue Network) was taken over by a new ownership and a new management.

The new management set about accomplishing two important jobs: first, to bring the best possible listening to millions of radio homes across the country; and second, to furnish American business with an efficient, effective advertising medium which would sell more and more goods to more and more people at the lowest possible cost.

Now—four years later (in radio time, that's 140,160 quarter hours later!)—is a good time to review the progress that the network has made.

FACILITIES:

At the time of the change, the Blue Network was made up of 160 stations with a total power of 469,800 watts.

Today, ABC has 264 stations, an increase of 65%. The total power of the network is now 1,045,700 watts: an increase during the four years of 123%.

In expanding from 160 to 264 stations, the emphasis has been on the nation's top 200 markets. Of the 104 stations added between 1943 and 1947, 52 of them were located in these vital sales areas. Thus, by the end of 1947, ABC will have its own outlets in at least 167 of the top 200 markets (45% more than in 1943). And in the remaining 33 markets, ABC provides primary coverage in 24 of them from outside stations.

In 1943, the network owned and operated three stations: WJZ in New York, WENR in Chicago and KGO in San Francisco.

KECA (Los Angeles) and WXYZ (Detroit), both important stations in key markets, have since been added to the Owned-and-Operated list, making a total of five Owned-and-Operated stations.

By the end of the 1947 ABC will have a total of eleven 50,000-watt stations on the network.

BILLING:

Gross billings for the year ending Dec. 31, 1942, were $15,782,493. *Billings for the year ending Dec. 31, 1946, totalled $40,617,130. This is an increase of 157%.*

As an example of the growth of ABC, take the food field:

NETWORK FOOD ADVERTISING 1943-1947*

	ABC	Network "X"	Network "Y"	Network "Z"
1943	$ 6,913,471	$12,941,518	$12,600,180	$1,104,588
1944	11,217,318	15,925,268	13,183,755	2,241,069
1945	13,189,172	14,046,091	12,150,275	2,913,405
1946	12,741,277	13,359,844	12,579,209	4,154,383
1947*	6,718,836	6,571,307	6,272,099	2,535,845

**First Six Months* *Source: PIB*

ABC is now completely sold out from 9 AM to 6 PM every Monday through Friday. And in the mornings, it is the most-listened-to network in radio.

PROGRAMS AND SPONSORS:

There have also been important improvements in programs, and they have been reflected in consistently higher ratings. (In January-February, 1947, ABC's Hooperatings for ALL programs were 18.4% higher than the same period of 1943.) Part of the credit for these improvements goes to the ABC Program Department for the development of new shows and new talent—and for better programming of shows.

But an even larger share of the credit must, of course, go to ABC's sponsors. To the network they have brought their vast experience—both in entertaining the public, and in the mass selling of goods. They have worked closely with the network; they have had *faith* in the network. If a network is known by the company it keeps, then ABC—with clients like *U. S. Steel, General Electric, R. J. Reynolds, Philco, General Mills, P & G, Westinghouse, American Tobacco, Goodyear,* and *Gillette* (to mention only a few)—cannot be outdone.

And if a network is known by the entertainment—enlightenment—education—inspiration—it provides, ABC and its clients have their full share of winners: top popularity programs like *the Bing Crosby Show, the Theatre Guild on the Air, the Boston and Detroit Symphonies, the Breakfast Club, Walter Winchell, the Metropolitan Opera, This Is Your FBI, the Henry Morgan Show, America's Town Meeting of the Air.*

All these facts and figures add up to just this: ABC *has* made remarkable progress in four years. And with our many friends—with their loyalty, their prestige, their confidence in our network—we can see this progress continuing in the years ahead.

ABC 4th ANNIVERSARY American Broadcasting Company

American Broadcasting Company

A NETWORK OF 264 RADIO STATIONS SERVING AMERICA

SELLING IS AS SIMPLE AS

IN EASTERN NORTH CAROLINA

WRRF★
5000 WATTS, 930 KC
WASHINGTON, N. C.

★WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459,006.

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 922,353 population and 135,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

NAB Reports

(*Continued from page 38*)

what might be done to better serve the industry's needs.

The purchase and remodeling of the new building and the increase in personnel have not brought any increase in the dues paid by individual member stations. The change in status of the networks from active to associate membership resulted in a reduction in the total revenue derived by the association but did not impair our financial situation for the current year.

ASSISTANT TO THE PRESIDENT
West Coast Office, Hollywood
Robert C. Coleson

Mr. COLESON

THIS office has conformed with the directive of the Board of Directors, issued at the Board Meeting on Aug. 6-8, 1946, "that the Hollywood office of NAB act simply as an arm of the Washington office to carry out directives issued by the president."

This office acts as a "listening post" and makes reports directly to the president. It continues to observe and report trends in radio, television, motion picture, civic, church and labor circles, and furnish NAB departmental heads with information from West Coast sources and trade papers; continues close contact and friendly relations with advertising agencies, program producers, directors and writers of network programs to the end that the American system of broadcasting will be constantly sold to the listeners; acts as a clearing house for membership inquiries from the surrounding territory; secures new members—both active and associate; and participates in radio, motion picture and advertising affairs.

RESEARCH DEPT.
KENNETH H. BAKER

SINCE our last Report, the Research Department has participated in a variety of projects almost as diversified in character as is the radio industry itself. The Sales Managers Executive Committee and some of its subcommittees have asked several questions. Among them was a request to determine the practices in the industry with regard to the payment of commissions on the sale of talent. Another was for a rather complete inventory of practices with regard to the handling of local salesmen, the assignment of accounts, etc. A third involved a determination of the proportion of station expenses devoted to advertising, promotion and publicity.

The Music Advisory Committee asked for an analysis of the practices of certain licensing societies.

The Employee-Employer Relations Dept. requested an inventory of announcers' salaries and fees and a statement of the number of AFM musicians employed in radio together with their salaries. The EERD is also concerned with the outcome of a considerable portion of the study of local salesmen.

Public Opinion Surveys

The second study of public opinion about radio is now in the planning stage. It will go into the field in November of this year. The presentation of the data of the first study which this department prepared has been very widely used. In addition to the 17 sets of slides which were supplied to the NAB District Directors, 35 sets were purchased outright by various stations throughout the country. This means

Mr. BAKER

that a total of 52 sets of slides and several hundred copies of the talk which accompanies the slides have been used by NAB members in their own communities.

Considerable time has been given to the technical aspects of the BMB. The Director of Research is chairman of BMB's Technical Committee. Meetings of this Committee occur frequently and at these meetings the technical details of the BMB are discussed, improvements suggested and the results of tests examined. As a result of frequent

(*Continued on page 120*)

RADIO STATIONS WRUN and WRUN-FM
ABC in UTICA-ROME, N. Y.
(EFFECTIVE DECEMBER 7)
Announce Appointment of
Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE
565 Fifth Avenue, N. Y.
Chicago—Los Angeles—San Francisco—Atlanta
As Exclusive
National Representative
1150 KC WRUN 5 KW-D • 1 KW-N
Beamed to Forty Miles of Mohawk Valley Main Street
FRITZ S. UPDIKE
GENERAL MANAGER
ABC 4th ANNIVERSARY American Broadcasting Company
THOMAS E. MARTIN
STATIONS MANAGER

ABC is a *great* network
It will be a greater network
when

WARC

goes on the AIR
this Fall as the BASIC
ABC outlet for
ROCHESTER, N. Y.

The third market in the nation's first state

•

WARC

950 KILOCYCLES

1000 WATTS

•

NATIONAL REPRESENTATIVES
KATZ AGENCY

Sam Townsend
President

BEHIND KROW'S
LETTERHEAD STANDS
SERVICE AND
LEADERSHIP!

SINCE 1925 KROW GROWING WITH THE OAKLAND • SAN FRANCISCO BAY AREA

960 on your DIAL

SOON KROW
5000 WATTS
SHELDON F. SACKETT
PRESIDENT
WILTON GUNZENDORFER
GENERAL MANAGER

NAB Reports

(*Continued from page 118*)

contacts with broadcasters, the Research Dept. is aware of most of the strong and weak points in the BMB so that, as technical features are involved, the attention of the technicians can be directed to them.

During the past year an ever-increasing volume of mail has come to the department for action or reply. The department has installed two elements (punch and sorter) equipment to be used in the tabulation of the results of questionnaires and other queries sent from NAB headquarters. This equipment will speed up the tabulation process considerably and make possible more complete analysis of the raw data collected.

One of the first uses made of the new equipment and certainly the most pretentious project on which it has been employed is the tabulation of the results of the department's study of a sampling of program logs. These logs, collected from a representative sample of the NAB membership in November 1946, give a cross section of the industry at that time.

The library, administratively a part of the Research Dept., has been enlarged both with respect to its facilities and staff. A full-time professional Librarian and an assistant are now on duty. A more systematic and efficient arrangement of our collection has been achieved so that periodicals and publications of all kinds are immediately available both to the NAB staff and others who require information about radio. The plans for the Library include an expansion and diversification of the collection to the end that it may become a fountain-head of information for and about the industry.

ENGINEERING
ROYAL V. HOWARD

Mr. HOWARD

UNTIL the present Director of Engineering was appointed on May 1, 1947, the department's non-technical functional activities were handled by various departments. No appointment to the position of Assistant Director has been made.

The Executive Engineering Committee went on record at its only meeting in March as recommending that NAB reconstitute the Recording and Reproducing Standards Committee so that the work interrupted by the war should be carried to completion from its basic original 16 adopted standards and that its adoption should be carried into the international field.

Conference Work

Meetings on recording and reproducing standards have been held and a full Committee meeting scheduled during the Convention. The committee recommended that a large amount of useful technical material which had not been included in the Engineering Handbook be made the basis of a series of technical reports or journals, and that this and additional new material should be published and forwarded to the members. It is estimated that this service will proceed in late 1947 or early 1948.

On the subject of channel allocations, the Executive Engineering Committee recommended that NAB should follow closely international and regional radio conferences, and the Committee pointed out that, in their belief, NAB should have not only engineering representation at these conferences, but legal representation as well.

On these matters the Director of Engineering has served as Technical Adviser to the U. S. Government on Technical Standards for High Frequency Broadcasting, and, from May 15 to Sept. 28, as Industry Representative at the worldwide International Telecommunications Union Radio Conference and High Frequency Broadcasting Conference at Atlantic City.

In addition, the director has represented NAB in domestic conferences and hearings held before the FCC in Washington on: Television (including interference and sharing), Co-Axial and Inter-City Program Transmission Facilities; Adjacent Channel; Clear Channel; and Daytime Skywave Interference.

The Engineering Office has endeavored to progressively establish itself as a source of technical information in the industry. The Director has, among other things, worked with the Commission in an endeavor to resolve the operator licensing problem and report these endeavors to the Membership, and has continued to cooperate and work with standardization groups.

PROGRAM
HAROLD FAIR

THE Program Dept. was activated on April 13, 1947. Immediate attention was directed to the remaining NAB District and Area meetings, the work of the Standards of Practices Committee, and the develop-

(*Continued on page 122*)

How's This, Mr. Hooper?

in Less Than Eight Weeks

92,000 Signatures

were voluntarily signed to participate in a WBSR staff produced show!

Here's How!

By supplementing America's most progressive network with strongest, local interest programs, WBSR's experienced, know-how staff has built an unprecedented advertiser and audience acceptance!

WBSR

Pensacola's Most Progressive Station is an ABC Station

Radio Advertising Co., Natl. Reprs.

ABC 4th ANNIVERSARY American Broadcasting Company

On or before December 1, 1947, WRWR will begin operation as the basic outlet for the Albany-Troy-Schenectady Area.

★ ★ ★

With its 10,000 watts and 850 kilocycles, WRWR will serve the important towns of the upper Hudson Valley: Catskill, Saratoga Springs, Glens Falls, Hudson, Lake George, Saugerties, Cohoes, Gloversville, and Amsterdam as well as Albany, Troy and Schenectady.

The WRWR daytime signal will reach south to Kingston, N. Y.; north to Port Henry, N. Y.; east to Johnston, N. Y., and west to Rutland, Va.

★ ★ ★

WRWR will be represented nationally by THE KATZ AGENCY, INC.

WRWR

ALBANY • TROY • SCHENECTADY, N. Y.

10,000 W . . . . . 850 KC • BASIC ABC

REPRESENTED BY

THE KATZ AGENCY, INC.

NAB Reports

(*Continued from page 120*)

ment of a program for industry use in the campaign against juvenile delinquency.

Acting on a directive from the NAB Board of Directors the Program Executive Committee directed full attention to the writing of the proposed Standards of Practice for NAB. The Program Director attended the meeting of the Program Executive Committee in New York April 1-2, at which time the plan for the development of the new set of standards was outlined. Subcommittees on Commercial Practices and General Practices were appointed and meetings of these two committees were held in French Lick April 17-18, and in Chicago April 24-25. The Program Director then combined the reports of the two committees into a complete preliminary report which took the form of a preliminary draft of the code and which was presented to the Standards of Practice Committee in meeting in New York May 12-13. The Standards of Practice Committee considered the report and after revisions turned it over to a "drafting committee" for redraft.

The report of the Drafting Committee was made to the Standards of Practice Committee in Washington July 22. After further revision the Standards of Practice Committee accepted the report and presented the proposed code to the Program Executive Committee in Washington, Aug. 7-8. After still further revision the Program Executive Committee accepted the report, and the proposed code is now ready to present to the Board of Directors at the NAB convention.

Juvenile Delinquency

On March 20 and April 15 NAB President Miller sent letters to the NAB membership urging them to unite in an all-out effort to combat juvenile delinquency. The campaign thus inaugurated became the joint project of the Public Relations Dept. and the Program Dept.

NAB Convention

The Program Department will present to the NAB convention for the first time a one-day Program Managers' clinic. The clinic will present five panels discussing important and fundamental phases of programming, and also a joint luncheon with the Sales Managers group, at which time matters of mutual importance to both groups will be presented and discussed.

Cooperation with Small Market Stations Committee

The Program Director met with the Small Market Stations Committee in discussion of such phases of their activities as pertain to programming. As a result of that meeting the Program Department has now under way a projected plan to develop effective rural program service for the small market operator and to raise the standards of such service now on the air. To this end a section of the Program Managers' clinic at the convention will be devoted to rural program service. As a further result of that meeting, the Program Department has now under way a survey of transcribed program sources, the result of which will bring to the attention of the small market station operators available sources of this program material at prices within their practical range. A further result of this survey will undoubtedly be the closer understanding between the transcription and broadcasting industries and the consequent reduction in price for transcribed programs in some instances.

Mr. FAIR

General

The Program Dept. has received daily requests for information and service of various kinds from member stations and as a part of regular daily routine has fulfilled these requests.

The Program Dept. is attempting in a manner which would closely parallel the activities of a program department in a radio station with one exception, that we cannot and should not undertake to program specific periods of time

Analysis of NAB Membership

(*Continued from page 38*)

STATEMENT OF INCOME AND EXPENSE
Sept. 1, 1946 to July 31, 1947

INCOME

Membership Dues	$623,917.87
Other Income	34,845.96
	$658,763.83

EXPENSES

President	$ 85,440.42
Secretary-Treasurer	37,324.83
Broadcast Advertising	75,028.20
Employee-Employer Relations	45,882.85
Engineering	11,748.26
FM	16,203.68
Program	10,832.05
Legal	39,691.13
Special Services	13,039.53
Public Relations	79,699.87
Research	27,794.76
General Administration	169,896.82
Special Budget	21,201.80
Excess of Income over Expenses September 1, 1946 to July 31, 1947	24,979.63
	$658,763.83

BALANCE SHEET
Aug. 31, 1946 and July 31, 1947

	August 31, 1946	*July 31, 1947*
ASSETS:		
Cash in Bank	$79,022.86	$ 66,638.80
Petty Cash	250.00	250.00
Cash from Advance Convention Registrations		20,125.35
Investments, U. S. Bonds	55,000.00	
Deposit, American Airlines	425.00	425.00
Dues and Accounts Receivable	9,032.56	16,332.06
Furniture and Fixtures less Reserve	23,158.03	37,332,06
Land and Building "1760 N Street" less Reserve	38,061.29	41,582.49
Land and Building "1771 N Street" less Reserve	200,000.00	289,973.20
Prepaid Expense		2,323.08
Postage Inventory	359.71	229.80
	$405,309.45	$475,201.20
LIABILITIES:		
Surplus	$341,680.15	$394,935.54
FOAB Taxes	182.47	119.64
Withheld Taxes		4,953.24
Advance Convention Registration		20,124.35
Prepaid Membership Dues		18,096.51
Excess of Income over Expenses 1/1/46 to 8/31/46	63,446.83	
Excess of Income over Expenses 1/1/47 to 7/31/47		36,971.92
	$405,309.45	$475,201.20

WHBQ We help like Bottled Quebracho*

MEMPHIS

*Quebracho. A tree whose bark is used as a tonic.—Sez Webster.

If you're tired of the usual ("thanks for the order" — and that's all) type of service—WHBQ's "know how" in promotion and selling acts as a tonic.

W. H. BEECUE

● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy

Represented by RAMBEAU
New York • Chicago • Hollywood

SERVING 38,000 HOMES IN SOUTHSIDE VIRGINIA

WSVS

"SOUTHSIDE'S VOICE OF SERVICE"
650 KC 1000 WATTS

SOUTHERN VIRGINIA BROADCASTING CORP.

Studios in Farmville—Crewe—Blackstone

Congratulations, ABC . . .

In a brief four years, the American Broadcasting Company, under the leadership of Edward J. Noble and Mark Woods, has proved itself to be America's most progressive network. Four years of amazing growth and popularity! Congratulations, ABC.

WLAW, with 4,052,200 New England folks within its listening area, is proud to be an affiliate of America's most progressive network.

WLAW

NEW ENGLAND'S BEST RADIO BUY

50,000 WATTS
680 KC

MAIN STUDIOS: LAWRENCE, MASS.
OTHER STUDIOS IN BOSTON AND LOWELL

WEED & CO., NATIONAL REPRESENTATIVES

NAB Reports

(*Continued from page 122*)

program department in a radio station with one exception, that we cannot and should not undertake to program specific periods of time for individual radio stations. The specific aims of the Program Dept. are to work at all time to the general improvement of program standards; to be of constant assistance to the industry in maintaining and increasing the listening audience; and to cooperate with the sales department in assisting the industry to increase sales through information and experience in program development.

Projected for future development are plans in cooperation with the Broadcast Advertising Department to bring about a closer working relationship between program and sales; projected plans in cooperation with the Research Department for the development of a simple and inexpensive method for an individual program manager to check the value of his programs, and also a study which would develop a general over-all pattern of successful station program formats. The Program Department also has under way in cooperation with the Employee-Employer Relations Department a supplementary bulletin dealing with the Taft-Hartley and Lea Bills for the use of program managers in their everyday operations of their program departments. Also cooperating with the Legal Department, the Program Department plans to develop a manual dealing with the use of copyrighted music and containing that information which will guide the program manager and production man in his use of copyrighted music so as to avoid infringement.

PUBLIC RELATIONS
ROBERT K. RICHARDS

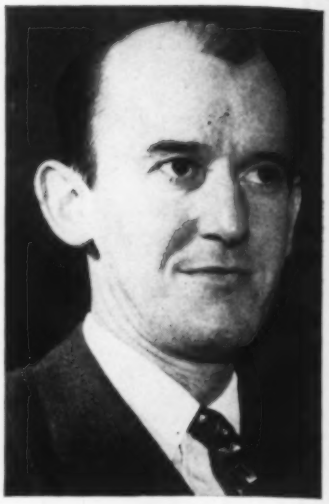
THE PURPOSE of the public relations effort in the NAB is to assist in advancing the cause of the American system of broadcasting.

To this extent, public relations activity is not centralized in a single department, but is the responsibility not only of all the departments and the executive personnel, but of the Board of Directors and all committees and all members.

Meetings of the Public Relations Executive Committee were held Feb. 18-19 and July 17-18.

The two most important projects undertaken by the department during the first two quarters of the reported year were National Radio Week and distribution of the NORC survey report, "The People Look at Radio."

The RMA-NAB Third Annual National Radio Week to be celebrated Oct. 26-Nov. 1 is being promoted not only by RMA and NAB but by the following supplemental sponsors: FM Assn.; Television Broadcasters Assn.; Association of Women Broadcasters; National Retail Furniture Assn.; National Music Merchants Assn.; National Retail Dry Goods Assn.; National Electrical Retail Assn.; Advertising Federation of America; American Assn. of Advertising Agencies; National Station Representatives; Radio Executives Club; U. S. Office of Education.



Mr. RICHARDS

On June 26, 1947, at the invitation of President Miller, media representatives met at NAB headquarters in Washington for a one-day conference on freedom of expression. The purpose of the conference was to establish a permanent committee representing all media to operate cooperatively in the area of freedom of expression. The purpose of the Conference was to establish a permanent committee representing all media to operate cooperatively in the area of freedom of expression.

A subcommittee of the Public Relations Executive Committee, appointed July 18, is making a study of current clinics on radio conducted by educational institutions for the purpose of developing a plan which will make such clinics or institutes more productive both for broadcasters and educators.

The second NORC survey, projected as a study in Nov. 1947 (for

(*Continued on page 126*)

The Nunn Stations Serve the South and Southwest

Forceful Penetration In Their Respective Markets

These Stations Deliver A SELLING IMPACT!

- **KFDA** ABC Affiliate
  Amarillo, Texas
  Howard P. Roberson, Mgr.
- **WBIR** ABC Affiliate
  Knoxville, Tenn.
  John P. Hart, Mgr.
- **WLAP** ABC Affiliate
  Lexington, Ky.
  J. E. Willis, Mgr.
- **WMOB** ABC Affiliate
  Mobile, Ala.
  D. H. Long, Mgr.
- **WCMI** CBS Affiliate
  Ashland, Ky.
  Huntington, W. Va.
  Charles C. Warren, Mgr.

NOTE: KFDA, WBIR, WCMI and WLAP are Represented by The John E. Pearson Co. WMOB is Represented by The Branham Co.

THE NUNN STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

• MUTUAL NETWORK
COMING! • FULL TIME
5000 WATTS
• 710 KILOCYCLES

You are cordially invited to

Open House

during the NAB Convention

SUITE 200 HOTEL BRIGHTON

INDIANA AVENUE AT THE BOARDWALK

IN ATTENDANCE FOR
THE SMITH DAVIS CORPORATION:

SMITH DAVIS ALBERT ZUGSMITH

HOWARD E. STARK VINCENT J. MANNO

J. ROBERT MENDTE

COMMANDER NELSON T. LEVINGS

The Smith Davis Corporation

RADIO AND NEWSPAPER FINANCING AND BROKERAGE

SUITE 40F WALDORF ASTORIA TOWERS

NEW YORK PLAZA 9-1703

HERE'S A COMPLETE PACKAGE WRAPPED AND READY FOR SPECIAL DELIVERY

THREE RICH COMMUNITIES, COMPRISING THE FIFTH MOST DESIRABLE MARKET IN NEW YORK STATE, NOW COVERED BY ONE RADIO STATION WITH ABC

SERVING ALL THREE WITH ABC
WENE

WENE, the new listening post for the highly concentrated buying power of Endicott, Binghamton and Johnson City opens officially on Monday, September 15 — just in time to inaugurate your new Fall and Winter campaigns.

The Metropolitan Sections of the Triple Cities buy and use almost 90% of all mechandise purchased in this area.

Endicott is the source of all industrial payrolls in the Triple Cities Area. WENE is located here, at the Radio Center.

The Suburban Zones cluster snugly up to the Metropolitan Shopping Centers and are covered effectively, and without waste by WENE.

WENE comes by invitation into the living rooms of your customers and prospects—people with money to spend, and a willingness to spend it. Let WENE tell your sales story to this responsive audience.

Facts and figures are available now. Ask:

WALKER COMPANY, INC.

CHICAGO, 360 N. Michigan Avenue. NEW YORK, 551 Fifth Ave. KANSAS CITY, 15 West 10th St. LOS ANGELES, 5-672 S. Lafayette. SAN FRANCISCO, 1085 Monadnock Bldg. BOSTON, 855 Little Bldg. MINNEAPOLIS, 330 Hennepin Ave. ATLANTA, William Oliver Bldg.

NAB Reports

(*Continued from page 124*)

release in the spring of 1948), has engaged the attention of the department in the preparation of the questionnaire itself.

The department has continued to pursue plans developed by the Listener Activity Division at the direction of the Board. This Division is headed by Mrs. Dorothy Lewis.

Currently there are Radio Councils, organized under the leadership of the Listener Activity Coordinator, in 14 states. These councils perform not only a service in their own communities in advising broadcasters on community service radio but act, through individual enterprise of their members, as liaison units between broadcaster and public. At the present time, the Listener Activity Division has in its files requests from 20 additional cities seeking aid in establishing Councils.

The performance of these councils, after they are once organized, is directed by local leaders and broadcasters without supervision by the association, unless requested.

During the reported year, by vote of the membership, and with approval of the NAB Board of Directors, the name of the Assn. of Women Directors was changed to the Assn. of Women Broadcasters. Membership now covers over 500 stations in 350 cities. It is a subsidiary organization of NAB.

During the year, the greeting card industry—pursuant to a suggestion made by the Listener Activity Division—launched "a new kind of social communication," a line of radio fan greeting cards. Twenty-five of these cards were developed for introduction at a launching dinner sponsored by the greeting card industry. Publishers of greeting cards have spent over $100,000 in developing the project and distributing the materials. The AWB ties in actively with the United Nations educational campaign in the United States. Thirty national women's organizations maintain regular observer groups at Lake Success. The Radio Education Committee sponsored "Women in Radio" conferences at 15 leading universities and colleges during the 1946-47 season, closing at Cornell University.

As in the past years the Listening Post Committees for the George Foster Peabody Awards were active during the reported year. The entries of 1946 were the largest in the history of the awards.

The New York office of the NAB, headquarters for the Listener Activity Division (535 Fifth Avenue, New York 17), maintains a constant service to broadcasters, the press and the general public.

The Information Division operates in two broad categories: (1) preparing and distributing information for public consumption and (2) gathering and distributing information for internal use by members and executives of the NAB.

The principal means of conveying information to the membership is the weekly NAB Reports. The volume of 52 weekly issues covered by this report included almost 1,000 pages. Innovations in the Reports during the reported year include a column "Books for Broadcasters" and a new quarterly index to contents—both done in cooperation with the Research Dept. Eleven special information bulletins were issued.

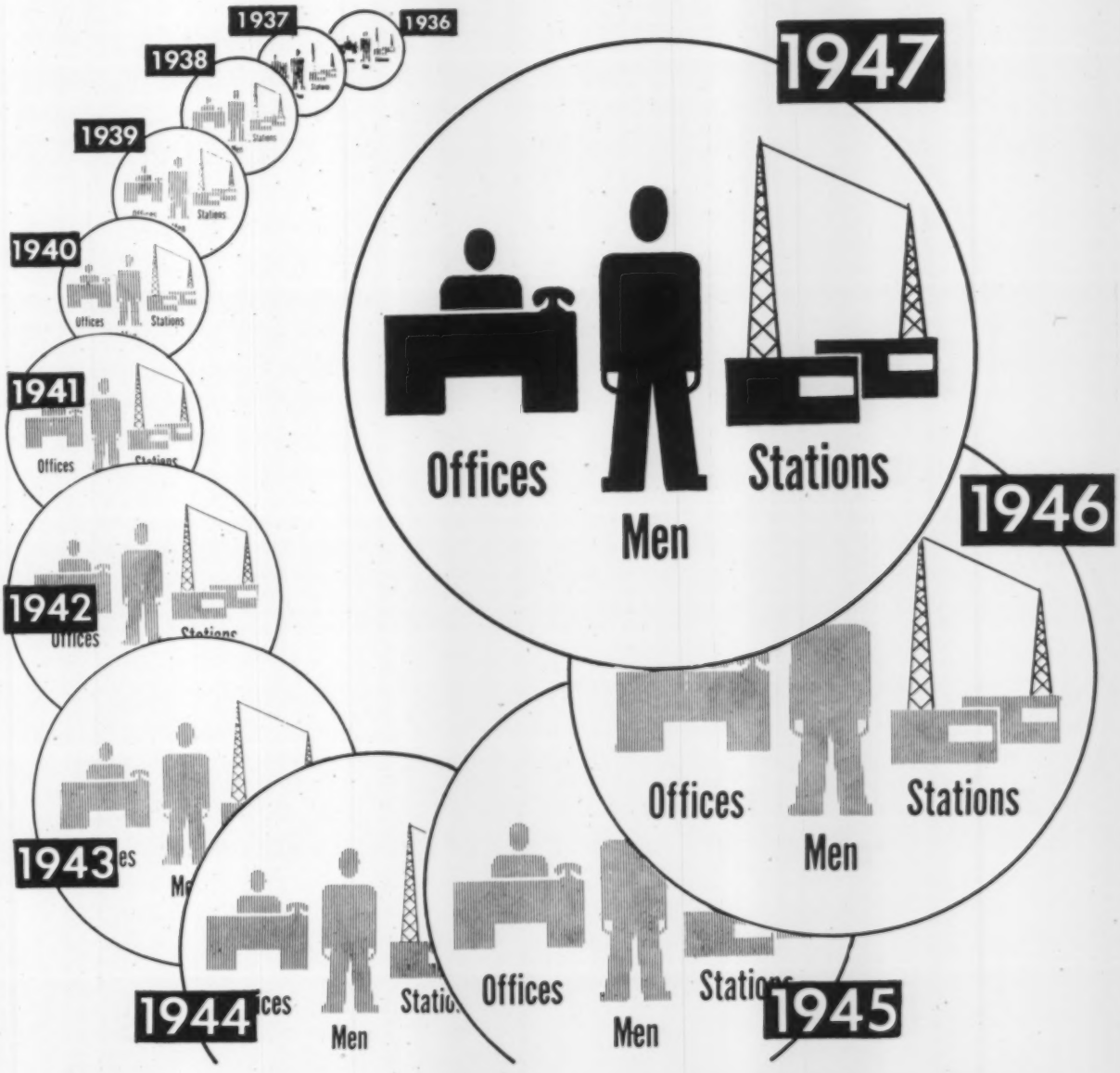
The division has prepared and issued 221 news releases. It has arranged for and conducted several news conferences.

EMPLOYEE-EMPLOYER
RICHARD P. DOHERTY

THE department was established as a functional division of the NAB

(*Continued on page 128*)

11 Years of Growth thru Sales Service



HEADLEY-REED CO.

(Representing Radio Stations Exclusively)

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

All offices company owned, staffed, operated.

$12 WORTH OF TIME

3 SPOTS ON 3 DAYS

Offering Two St. Louis Cardinal Base Ball Tickets for a SLOGAN FOR KBOA

Brought Entries from 119 TOWNS Located in 6 STATES

Missouri-Arkansas Tennessee-Illinois Mississippi-Kentucky

and All This in Less Than 5 DAYS from S-E MISSOURI'S Newest and Most POWERful STATION

KBOA

KENNETT, MISSOURI

In the Bootheel of Missouri

In the Heart of America

830 KC DA

CLEAR CHANNEL

KENNETT'S BEST OTHERS ATTEST

1000 WATTS DAYTIME COVERAGE FOR THE PRICE OF 250 WATTS AVERAGE

NAB Reports

(*Continued from page 126*)

Sept. 9, 1946, with Richard P. Doherty as director. Since that time, the department has developed a broad program on labor relations services geared to the needs of the radio industry and of NAB member broadcasters.

The Employee-Employer Relations Committee held three meetings—Jan. 27, July 21 and Sept. 15. These meetings have afforded an overall industry consideration of basic labor relations problems of broadcasters and have laid the basis for the policies and operations of the EERD.

EERD services available to all NAB member broadcasters include the following: Binder service of contract summaries; ten management bulletins; two special bulletins, entitled "Analysis of the Standard Contract for Radio Broadcasting Technicians" and "The Wage and Hour Act—How It Affects a Broadcasting Station."

During the coming year, the EERD will continue to issue and distribute similar bulletins on a wide variety of employee-employer relations subjects.

Special Reports

Four special reports, based upon questionnaire surveys conducted in cooperation with the NAB Research Dept., have been prepared and distributed in order that broadcasters might keep abreast of current wage and employment trends within the radio industry: Survey of Announcers' Compensation; Recent Technician Contract Changes; Pay-Within-Pay Trends; Employment and Wages of Radio Station Personnel.

The department has received a constant flow of requests for industry-wide data and other information concerning a wide range of station labor problems, strikes, union demands, wage schedules, internal employee situations, bonus plans, overtime wage problems, and other related matters.

In the vast majority of cases, these requests were answered by letter or by telephone; in other cases, broadcasters came to Washington for individual conferences and, in a few instances, the department arranged for staff visits to the stations in accordance with the plan approved by the board. However, the department did not furnish legal advice on these or related labor matters.

From Jan. 1947 to Sept. 1, 1947, slightly less than 1,000 individual requests, averaging approximately 124 requests per month, were serviced by the department on specific station problems.

A variety of research projects were undertaken in collaboration with the NAB Research Dept., to collect basic data on radio-labor problems in order that the EERD might serve the industry as the central clearing house for essential facts and information on all employee-employer relations matters. Through these research projects, the department has been able to accumulate a comprehensive file of statistical data so that individual requests of broadcasters might be answered expeditiously.

Mr. DOHERTY

The EERD has also built up files of pertinent information on cost of living, wage and employment trends in various segments of American business, and other related facts needed by broadcasters to evaluate their own problems. The director has consulted and worked closely with the networks on all their major labor relations problems; the director has also collaborated with all other NAB departments on matters concerning labor relations.

GENERAL COUNSEL DON PETTY

THE General Counsel has the responsibility of keeping the day-to-day activities of the association on a sound legal basis and protecting the interests of the membership.

The revision of the association's charter and by-laws, pursuant to action of the Board of Directors, has engaged the attention of this office throughout the period of this report. Attention had to be given to many legal matters vitally affecting the association, among them being such considerations as federal tax status, the impact of legislation dealing with trade practices, the expansion of the Board of Directors and the revision of the proposed voting procedure.

The office has worked closely with the Program Executive Committee and the Special Standards of Practice Committee, studying other industry codes and consulting with the U. S. Attorney General's office, the FCC and other governmental agencies to the end that legally satisfactory and workable standards of practice may be adopted.

The office of the General Counsel assisted in the preparation of the

(*Continued on page 160*)

Coverage from Within
OF FOUR NEW MEXICO
MAJOR MARKETS
KFUN Las Vegas
KTRC Santa Fe
KOAT Albuquerque
KGAK Gallup
All ABC Affiliates
Is Possible Only With the Only Regional Network in New Mexico
Zia Network stations at a package rate or as single stations are the best buy in the Southwest!
Zia Network
Represented By
HOMER GRIFFITH CO. inc.

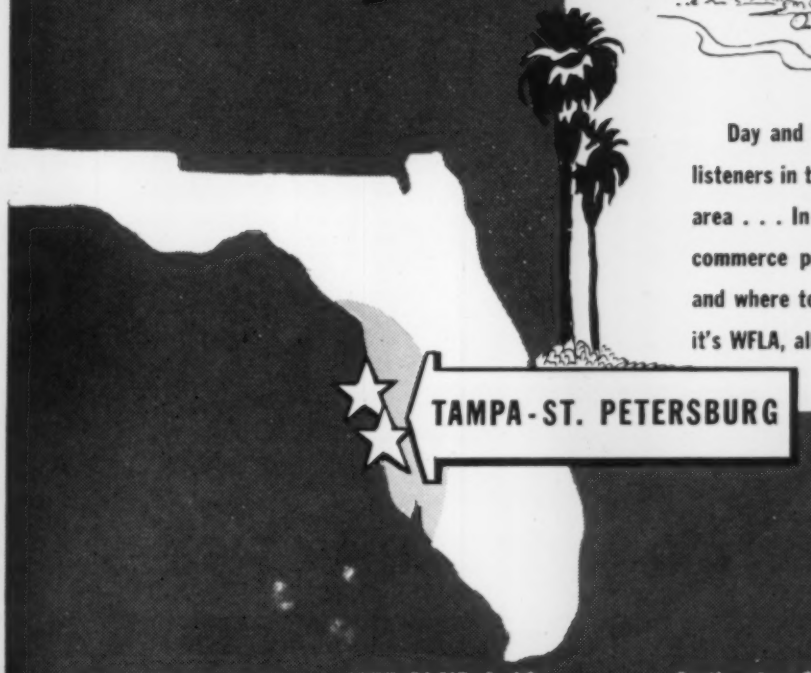
it's WFLA . . . ALL THE WAY

in the rich TAMPA · ST. PETERSBURG market

C. E. HOOPER, INC.
December 1946 Thru April 1947
STATION LISTENING INDEX
Tampa • St. Petersburg, Florida

		WFLA	STA. "B"	STA. "C"	STA. "D"	STA. "E"
WEEKDAY MORNING 8:00 A.M.—12:00 NOON	%	32.6	17.8	25.0	19.3	4.6
WEEKDAY AFTERNOON 12:00 NOON—6:00 P.M.	%	33.8	23.2	14.8	20.5	7.4
EVERY EVENING 6:00 P.M.—10:00 P.M.	%	43.7	25.9	16.1	12.6	—

Day and night—morning, afternoon and evening—WFLA leads in listeners in the heart of Florida's richest, most-heavily populated trade area . . . In this expanding market where agriculture, industry and commerce provide steady, substantial payrolls the year 'round . . . and where tourist dollars add a seasonal bonus in buying power . . . it's WFLA, all the way!



WFLA N. B. C.

THE TAMPA TRIBUNE STATION

National Representative, JOHN BLAIR & CO.

Southeastern Representative, HARRY E. CUMMINGS Jacksonville, Fla.

HERE IS THE LATEST WCKY STORY

Let's look at the facts: Starting July 16 and ending August 1st, for two weeks, WCKY offered a picture of Nelson King, the MC on WCKY's big Jamboree. 73,857 letters were received, requesting the picture.

Mail was received from 36 states and 89% of it was from WCKY's intense listening area—13 states. The extreme heat of July, one of the worst mailpull months of the year, didn't stop WCKY's loyal listeners from writing for a picture of their favorite MC.

INVEST YOUR AD DOLLAR WCKY'S-LY

Dear Time Buyer:

When you are interested in buying the great Cincinnati market, let us show you the facts and figures of Hoopers, plus mail that will satisfy you WCKY gives you a lot more listeners for a dollar.

Sincerely,

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Mayflower to Drydock?

TWO EVENTS of highest significance to radio as a news medium transpired last week. One was the proposed international agreement on freedom of information, the other the FCC's call for hearings on Jan. 12 to consider the right of station licensees to editorialize over their microphones.

While these developments are not interrelated, the first all but makes the second automatic, if our Constitutional doctrine of freedom of the media of expression is to be observed. The proposed international agreement, prepared for Assistant Secretary of State Benton by Richard J. Finnegan, publisher of the *Chicago Times*, prescribes free flow of information among nations and people. Radio and the motion pictures are placed upon equal footing with the press.

The FCC's action in scheduling hearings on editorializing is the result of the incessant campaign spearheaded by NAB President Justin Miller to have the so-called Mayflower Decision of 1941 rescinded so that radio will be free to become an advocate in the same manner as the printed media. This campaign took tangible form last January at a meeting of the NAB's 14th District at Salt Lake City.

If radio is entitled to access to news on equal footing with the press, as the suggested international agreement proposes, it certainly is entitled to all other privileges which go beyond the reporting of the news. Whether they use it now or not, broadcasters should not be denied the right to free expression guaranteed to every American citizen.

Now, seven years after it becomes national policy by default, the Mayflower Decision is to be reappraised by the FCC. All parties are given opportunity to prepare. The FCC uses the catch-all "public interest" device in calling the hearing. There also is drawn into the proceeding what we presume to be the question whether stations, if they editorialize, should be required to provide the counterpart of the newspapers' "letters to the editor" page.

The editorializing issue opens up a Pandora's Box of possible new problems associated with program scrutiny. Hence, greatest caution must be exercised in approaching this hearing. There can be no conditions and no strings as to radio's right to function as a full-fledged news medium. This is one of the cornerstones in Judge Miller's all-out campaign to achieve parity with the press.

When the editorializing ball started rolling last January at the Salt Lake City meeting, we admonished broadcasters to "Look for the Gimmick" [BROADCASTING, Jan. 20]. We pointed out that the right to editorialize didn't mean it would be incumbent upon every broadcaster to rush to his microphone on every national or international issue, or to acquire a political label like most newspapers. We said that all radio wants "is the inalienable American right to freedom of expression."

Once radio achieves that right (and we believe it will because of the unquestioned justness of its cause) there will be time enough for broadcasters to determine the scope and extent of the editorializing they will undertake. Now the accent is getting the job done. This time there must be no loopholes. With the Judge on the juridical firing line, we're confident it won't again go by default.

Against the Tide

THE FINAL QUARTER of 1947, as viewed from a mid-September vantage point, gives promise of topping any quarter in history for dollar volume of advertising on the air and of pushing 1947 full-year figures into the all-time high columns of the radio record books.

Such a statement is undoubtedly risky, in view of the shortages of steel and corn, curtailment of exports, rising prices and other signs of the times.

But, in a national survey, 85% of the advertising agencies said they would spend as much or more for spot radio this year than last, with only 9% reversing this view; 35% expected their network expenditures to be the same. Only 11% foresaw a decrease.

In addition a late August check of network business for fall showed 216 hours booked this year against 205 in 1946, a 6% increase. Also, leading station representatives reported national spot for fall would top last year by 15%.

Add to these the analysis of radio advertising by product classes, (see page 68), which emphasizes what every broadcaster already knows, that most of radio's revenue comes from the highly competitive packaged goods field—foods, drugs, soaps, cigarettes—where large-scale advertising is essential to large-scale sales and where radio has repeatedly proved its ability to move merchandise.

So, after gauging the empirical evidence of firm orders for time already on the books, plus the expert testimony of both buyers and sellers of radio time, we hereby throw in our lot with the Pollyannas rather than the Cassandras and predict good business for broadcasters in the months immediately ahead.

Red (Ink) Menace

ONLY a little over a half a year ago, in March, Llewellyn White, working under a $100,000 grant from Publisher Henry Luce *(Time, Life, Fortune)* and the U. of Chicago to the Commission on Freedom of the Press, offered *The American Radio* to the public.

The book was the third in a series of critical works. First, in March 1946, there was the FCC Blue Book. Then in April of the same year *Radio's Second Chance* by Charles A. Siepmann, ex-BBC, FCC employe was offered.

Among Mr. White's acknowledgments was an interesting paragraph: "The Federal Communications Commissioners and their staff, particularly Edward Brecher, of the legal department, were especially helpful in making material available."

At the time Mr. White's book was published, Mr. Brecher had left the FCC to manage WQQW Washington, a station largely financed by stockholders inspired by the ideas set forth in the Blue Book, by Mr. Siepmann, and by Mr. White.

They were fine-sounding theories. But they lacked something. They just wouldn't work. Practical broadcasters recognized that lack. This magazine pointed it out repeatedly.

WQQW was the testing ground. Although it was managed by the man whose ideas were incorporated in the Blue Book and *The American Radio*, the station drips red ink. And Edward M. Brecher is no longer its general manager.

WQQW will be sold if a buyer can be found. Otherwise there is talk of operating on a public contribution basis. Whatever the final disposition it appears certain the station will not be operated successfully on the pinkish theories of Mr. Brecher.

The trilogy of printed radio criticism has taken its final examination and the public, practical professor that he is, has marked the paper with a nice round zero.

Our Respects To—

LINNEA NELSON

IF HOLLYWOOD were type-casting Linnea Nelson, she'd inevitably be given the comedy part of the gay, rattle-headed, irresponsible matron . . . beloved of her family, her neighbors, and all the neighbors' kids, but not to be trusted out alone in the world with more than a nickel. No innocent stranger, meeting her, could possibly suspect the truth—that she seldom goes shopping without a million dollars in her purse plus a couple of hundred thousand in mad money tucked away in her shoe.

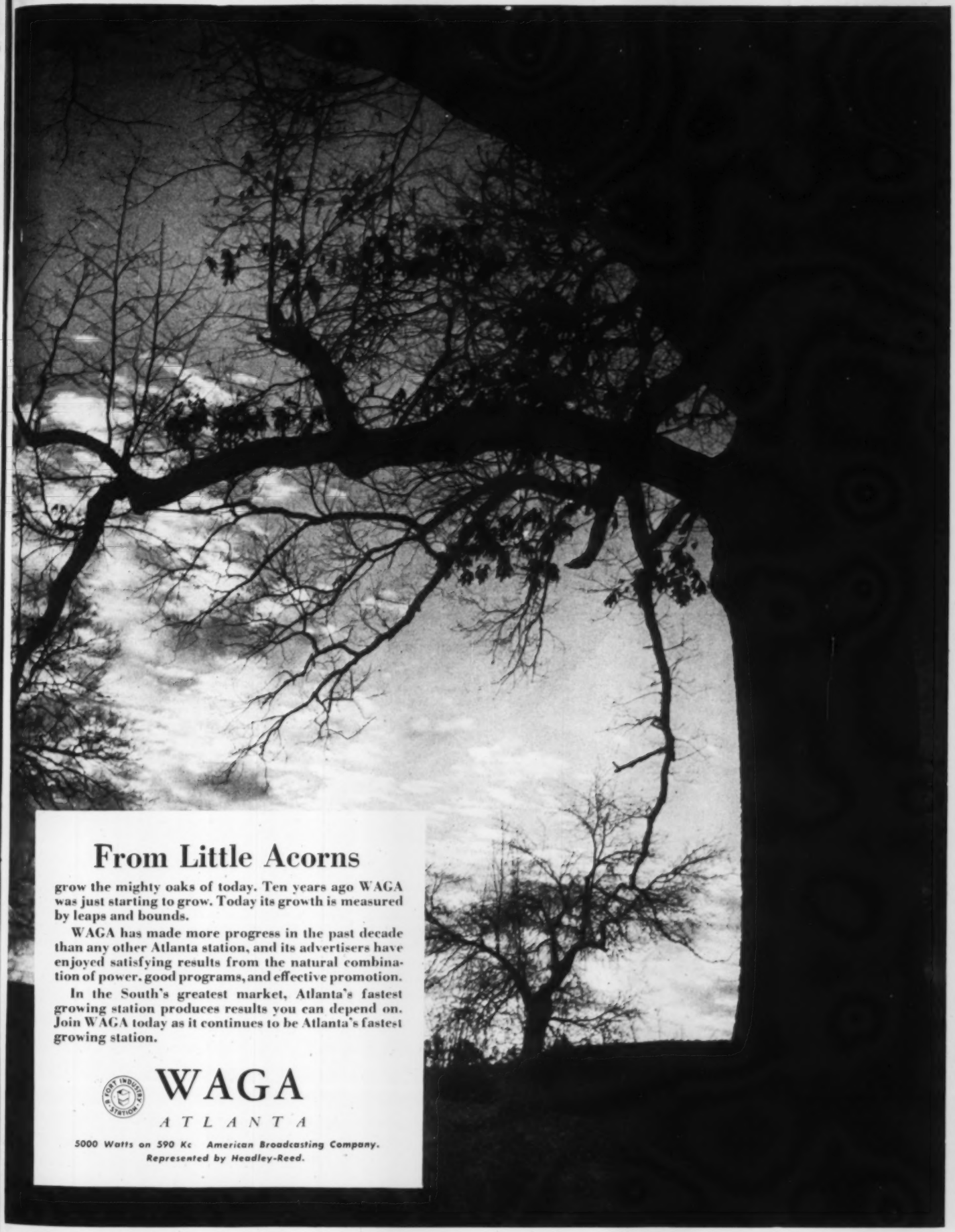
As radio time-buyer for J. Walter Thompson, celebrating her twentieth anniversary with the company this September, Linnea Nelson probably holds the world's championship for spending radio money. In behalf of J. Walter Thompson's clients, she has personally supervised the purchase of nearly a hundred million dollars worth of radio time. And not a cent of it has gone to her head. She's still as devoid of self-importance as on the day she came to Thompson's in 1927 as a temporary typist.

Miss Nelson claims she owes her start in time-buying to the fact that she was the only person around the media department unimportant enough to deal with radio. In 1927, radio was regarded as the very poor relation in the advertising media family. The NBC network of several stations, the first to offer sponsors a decent-sized audience, was only a year old; at many local stations, sponsors were still paying for time with cartloads of chocolate bars or soap; and the only clue to the coverage of most stations was a theoretical circle drawn on a map. But a few brash clients wanted to try out the new medium before "the radio fad" blew over—and somebody had to study the maps and estimate the value of various slices of time.

Richard A. Dunne, then head of the media department, had found young Miss Nelson hopeless as a stenographer, but he thought she might have a head for figures—and at any rate he didn't want to fire her because she was so cheerful to have around. So he gave her the time-estimating odd-job that nobody else wanted. She brought to her job only a diploma from Washington Irving High School and a couple of years' business experience with Frederick A. Stokes and the Patterson-Andress Advertising Co., all acquired on New York's middle East Side where she was born. But from the beginning she had the qualities of brain and character that have since made her preeminent in her field.

One day, another young radio hopeful, fresh out of Colgate—by the name of Robert Colwell—asked Linnea Nelson to explain exactly what

(Continued on page 184)



From Little Acorns

grow the mighty oaks of today. Ten years ago WAGA was just starting to grow. Today its growth is measured by leaps and bounds.

WAGA has made more progress in the past decade than any other Atlanta station, and its advertisers have enjoyed satisfying results from the natural combination of power, good programs, and effective promotion.

In the South's greatest market, Atlanta's fastest growing station produces results you can depend on. Join WAGA today as it continues to be Atlanta's fastest growing station.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

TRANSCRIBED AND AVAILABLE for a 27.4 Hooper!

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

George Holley, Mgr., Syndicated Features
Pickwick Hotel • Kansas City 6, Mo.

Respects

(*Continued from page 132*)

the coverage circles on the radio map meant. She said, "They don't mean anything but a dream—you just have to use your own judgment from what you know of the honesty of the personnel, the range of the transmitter and the local figures on sales and population."

That answer got her the job of time-buyer when John U. Reber formed the Thompson radio department and started turning the poor infant child of advertising into its rich glamour girl.

Miss Nelson has been in on every stage of that swift and spectacular development. In 1929, she placed her first network time order, for Royal Desserts, on 22 stations; today she has an annual average of better than two clients on more than half of the radio stations in the United States. She helped in the pioneer days with the first plans of Standard Brands and Lever Brothers . . . and hasn't missed a trick since right up to her present buying and supervision for clients like RCA Victor, Shell, and Ward Baking Co.

From her participation in all of J. Walter Thompson's long list of outstanding programs, she knows the complicated time-buying problem the way Toscanini knows his scores. At the drop of a Nielsen or Hooperating, she knows or can find out anything from the best dollar buy available on a national network to the idiosyncrasies of a small town station manager. A poor but apparently imperishable joke is that the radio industry is pinned down in a half-Nelson.

It's a tribute to Linnea Nelson's personality that, in a field which offers unparalleled opportunities for making enemies, she has nothing but friends. One reason is her overflowing personal friendliness. She was born a confidante.

Perhaps the best-known person who ever told her his troubles occasionally was Ed Gardner, when he was a Thompson producer (his main trouble, he said, was that he looked more like "Archie" than like a vice president). Linnea Nelson feels a warm active personal interest in literally hundreds of her coworkers . . . helps them get jobs, gives them hilarious parties.

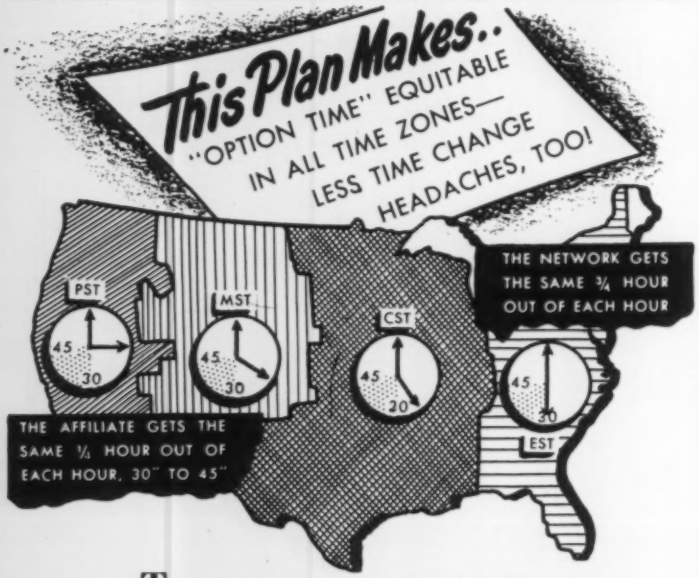
Schooled for many years in the importance of research, under Arno Johnson, director of the Thompson media and research department, she feels it absurd that the $450,000,000 radio industry should have so few standards of measurement. She's been hammering away at the problem ever since she had to clip her first list of radio stations from a newspaper.

She helped write the first standard AAAA-NAB radio contract, and has worked tirelessly on each one since; helped standardize rate cards and definitions; and has been a pioneer in the fight for a standard method of measuring station coverage and audience.

At present she is on the board of directors (the only woman so honored) of the Broadcast Measurement Bureau and a member of the AAAA Time-Buyers' Committee The jobs she has held in the industry would fill a page in advertising's Who's Who. She hopes to see the day when the success of a radio program will be measured in sales rather than in the number of listeners as now reported.

Her husband, William Kleinhans, with the electrical division of Grumman Aircraft, is the boss at home. Second boss is her mother, a delightful hostess and superb cook, known to all visitors as "Ma." And Linnea, bringing up the rear, has a fine time playing the part of the irresponsible young matron she resembles. Her hobbies include sailing in a 26-foot cruiser, swimming, taking pictures and designing and making clothes.

But everyone knows that Linnea Nelson's real hobby is her work. She is thrilled at present to be swept back to the slaphappy atmosphere of twenty years ago in the buying of television time and looks forward to helping television around that famous corner. When that's accomplished, she will probably get on board the Mayflower to the moon, bent on buying Thompson's clients the best slices of interstellar time.



The same ¾ out of each hour for all networks; the same ¼ for all affiliates. The Mosby Plan means less time clearance problems for state or regional stations with different affiliations . . . means local newscasts stay where you want them.

The ART MOSBY STATIONS

CBS **KGVO** 5 KW DAY • 1 KW NITE MISSOULA

KANA ANACONDA BUTTE 250 W

KGFM GREAT FALLS 5 KW (DEC. 1, 1947)

MONTANA

MANAGEMENT

FRED C. MUELLER, former sales manager of KLZ Denver, has been appointed manager of WEEK Peoria, Ill. He succeeds **STANLEY E. WHITE,** resigned. Mr. Mueller previously was with WKY Oklahoma City and KVOR Colorado Springs.

HENRY CLAY, former general manager of WLAY Florence, Ala., has been named general manager of KWKH Shreveport, La. He succeeds **KENNETH K. KELLAM,** who has resigned as manager of KWKH to enter automobile dealer business. Mr. Kellam was manager of KTHS Hot Springs, Ark., before joining KWKH a year ago.

ROBERT W. FERGUSON, business manager of the Bellaire (Ohio) Times-Leader, has been named station manager of WTRF and WTRF-FM Bellaire, new stations expected to begin operations Nov. 1. Mr. Ferguson will continue as business manager of newspaper, also.

GASTON VOYER is manager of the recently opened 250-w station, CKRS Jonquiere, Que., operating on 1240 kc.

HUBBELL ROBINSON, vice president in charge of CBS programs, is in Hollywood for two weeks' conference with **DONALD W. THORNBURGH,** CBS Pacific Coast vice president.

L. B. WILSON, president and general manager of WCKY Cincinnati, presented a gold watch to **KENNETH W. CHURCH,** at a farewell luncheon for Mr. Church as he left WCKY to become manager of WIBC Indianapolis [BROADCASTING, Aug. 11].

L. W. HERZOG, assistant general manager of radio for the Milwaukee Journal Co., owner of WTMJ and WTMJ-FM, and **JAMES ROBERTSON,** program manager of the Journal stations, are on a tour of television centers in New York, Philadelphia and Camden, N. J. WTMJ-TV, Journal's television station, expects to begin operations Dec. 1.

SOUTHERN CALIFORNIA BROADCASTERS Assn. has moved offices from downtown Los Angeles to 1752½ N. Ivar St., Hollywood. Telephone: Hollywood 7254.

H. G. WALKER, manager of CBC Dominion network, Toronto, and **J. A. OUIMET,** assistant chief engineer of CBC, Montreal, are at present in England on a two months' visit to television stations and production centers, and will also study television developments in France before returning to Canada.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

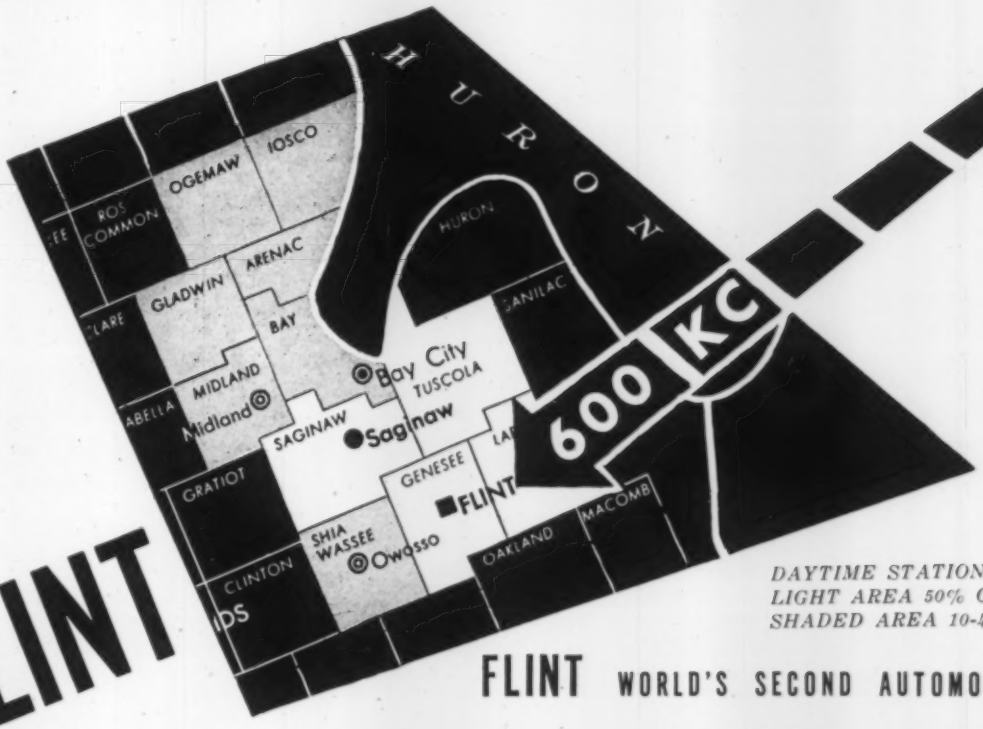
92.1 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

YOUR NEW CHEVROLET OR BUICK

STARTS HERE--->



FLINT

DAYTIME STATION AUDIENCE†
LIGHT AREA 50% OR OVER,
SHADED AREA 10-49%

FLINT WORLD'S SECOND AUTOMOBILE CITY

NOW, FOR THE FIRST TIME, HAS PRIMARY *NBC COVERAGE*

More automobiles are manufactured in Flint than in any other city except Detroit. Parts for every Chevrolet in the world were manufactured in Flint. Flint's Buick plant is the largest self-contained automobile plant in the world.

Such facts as these—not all by any means—attest the stability, wealth and income of this new WTCB-NBC market. Flint and the six surrounding counties, until recently, had *no adequate NBC coverage.* Three big metropolitan centers, each dominating its trading area—Flint, Bay City and Saginaw—do most business for East Central Michigan.

WTCBuilt shows, produced by George Trendle and Allen Campbell, originators of the "Lone Ranger" and "Green Hornet," together with the strong NBC schedule, keep most of the 300,000 radios in this $473 million market* tuned most of the time to WTCB. In this almost perfectly balanced market—half urban, half rural—metropolitan radio ownership is 96%; rural, 91%.

Check your map, sales figures, population. Check cost. Prove that here is your opportunity to sell Michigan's second market — a market never before adequately covered by any NBC station.

** Sales Management, "Survey of Buying Power", May, 1947.*
† NBC Research Dept. estimate.

TRENDLE-CAMPBELL BROADCASTING CORP., STROH BLDG.

1000 WATTS DAY • 500 WATTS NIGHT

Paul H. Raymer, Representative

WTCB

FLINT, MICHIGAN

DETROIT, MICH.

600 KC

WMBM
MIAMI BEACH • FLORIDA

Effective Representation
IN SOUTH FLORIDA
THE NATION'S FOURTH
*RICHEST MARKET

RETAIL SALES PER CAPITA

CITY	Sales Per Capita
NEW YORK (Manh't'n)	$1,531.00
BOSTON	1,247.00
LOS ANGELES (City)	1,199.00
MIAMI, FLORIDA	1,191.00
MILWAUKEE	1,137.00
BALTIMORE	1,099.00
CINCINNATI	1,029.00
ATLANTA	1,025.00
DETROIT	964.00

**Data based on "SALES MANAGEMENT" survey of Buying Power, 1947.*

RETAIL SALES

The Miami market represents buying power from Keokuk to Long Island . . . concentrated testing grounds for national products.

WMBM
BISCAYNE BROADCASTING CO., INC.
MIAMI BEACH, FLORIDA
"The Sunshine Station"
To Commence Operation on or before OCT. 1, 1947
OWNED AND OPERATED BY

TOM O. McCULLOUGH
President & General Manager

CALVERT A. CARTER
Program Director

MARY LUCILLE CARTER
Office Manager

KENNETH S. KEYES
Chairman of the Board

800 kc 1000 watts

Serving Greater Miami from SUN-UP to SUN-DOWN

Commercial

AL DONALDSON, former sales and assistant manager of KPDN Pampa, Tex., has been appointed sales manager of KNOE Monroe, La. **ROBERT POWELL** has joined KNOE sales department as account executive.

E. J. COOPER has joined commercial department of WROM Rome, Ga., as account executive.

HARRY L. ATKINSON, former assistant sales promotion manager for Campbell's (soup) Sales Co., has been appointed business manager of WFIL Philadelphia.

J. MARSH ELLIS, former chief engineer of CHAT Medicine Hat, Alta., has been appointed local sales supervisor of CHAT.

DONALD COOKE Inc. has been appointed national representative for KXXL Reno, Nev. and WAVZ New Haven, Conn.

J. C. GOBLE, formerly with WGNY Newburgh, N. Y., has joined sales staff of WROW Albany, N. Y.

McGEEHAN & O'MARA Inc. has been appointed national representative for WOMT Manitowoc, Wis.

BOB WHITE, sales staff member of MBS Midwest Division, is the father of a boy, Peter.

KNIGHT JOHNSON, account executive of KHUB Watsonville, Calif., has resigned.

FRED STUBBINS, former account executive of KSDJ San Diego, has joined KXOA Sacramento, in similar capacity.

LEE HYDE, account executive of KSDJ San Diego, has shifted to KUSN that city, as local sales manager.

WESTERN RADIO ADV. Inc., station representative, has opened offices at 785 Market St., San Francisco, and 5855 Hollywood Blvd., Hollywood. **LINCOLN DELLAR** is president, with **PURNELL H. GOULD** vice president and general manager.

JANE CLARK, of the auditing department of KGO San Francisco and Don Masters have announced their marriage.

FORJOE & Co. has been appointed national representative for KURV Edinburg, Tex.

BLANCHE EUNICE CROLEY, traffic manager of WSAI Cincinnati, and Allan L. Kain, photographer on Cincinnati Enquirer, were married on ABC "Bride & Groom" program in Los Angeles Aug. 28. Among gifts received was a completely furnished $2,000 trailer.

WRTA Altoona, Pa., has appointed Radio Adv. Co., New York, as exclusive national representative.

WALLACE MARTIN, new to radio, has joined sales staff of WIS Columbia, S. C.

CHARLES BURGE, salesman at KXOK St. Louis, is the father of a girl, Beverly Jo.

Technical

LACY L. DAWKINS, previously with Westinghouse Electric Corp., has been named chief engineer, WPTF Raleigh. He has been engaged till now in constructing and developing FM transmitters for Westinghouse. Mr. Dawkins was with WPTF from 1930-1942 when he left as transmitter supervisor to serve with PAA and AAF during war.

ALBERT W. SHROPSHIRE has been appointed chief engineer of WGBS Miami, replacing **HUGO BONDY,** who goes to WCKY Cincinnati. Mr. Shropshire was chief engineer of WSB Atlanta, 22 years. He will supervise construction of WGBS 50-kw transmitter.

PAUL H. LEE, formerly with WNDR Syracuse, has been appointed chief engineer of WHOM New York. Prior to entering the Navy shortly after Pearl Harbor, Mr. Lee was with CBS and several New York stations. While in the Navy he served in radio engineering division.

K. BLAIR BENSON, formerly in charge of design and development of projection video receivers for General Electric Co., has joined U. S. Television Mfg. Corp. as senior engineer. He will work under **ANTHONY WRIGHT,** UST chief engineer.

A. C. ANDERSON, chief engineer of KTAR Phoenix, is attending RCA television school at Camden, N. J.

HENRI A. AUDET has been appointed engineer in charge on CBS district of Montreal.

CUSTOM-BUILT mobile studio has been acquired by WJR Detroit with idea of bringing radio to farmers and rural areas. Coach was built by Flexible Coach Co., Londonville, Ohio, to specifications of **G. A. RICHARDS,** president of WJR, WGAR and KMPC. Coach has four compartments: Driver's seat and accommodation for four passengers; main studio in center with two panorama windows on each side; control room containing transmitting and recording equipment and rear compartment with electrical generating unit and coach engine. Coach also has two loudspeakers on each side with amplifier unit.

L. BAMBERGER & Co., Newark, N. J. department store, Sept. 22 begins sponsorship of "Second Honeymoon" on WAAT Newark, N. J., Mon.-Fri., 10:30-11 a.m. Program will originate in the store's auditorium for the first three weeks and later will travel to North Jersey communities. Program is a Charles King production.

KFMB
sells
SAN DIEGO

San Diego again leads all U. S. Cities in per capita retail sales. This year folks within 15 miles of our antenna are expected to spent almost $425,000,000. Solid peacetime industry keeps this figure UP. Sell San Diego through KFMB, the ABC station with the "inside" track.

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

THE SIGNAL'S UP... for all Ohio to hear—

WRFD, OHIO'S ONLY RURAL STATE-WIDE STATION *ON THE AIR*

Fifty-three thousand rural families sponsored WRFD. (Nearly a quarter million listeners alone!) An average of 23,000 listeners gather at 1,420 "listening posts" monthly to report on WRFD programs!

Two years ago, 53,000 rural families were asked by the Ohio Farm Bureau Federation whether they wanted to build and program their own station. Then, Ohio's 1,300,000 rural folk, comprising nearly ⅓ of the state, had *no* radio coverage devoted wholly to their interests. Then, Ohio's rural millions were among the nation's most expensive per 1000. No one medium covered them all.

Today, one medium covers all rural Ohio . . . WRFD. No other Ohio station (with cities to cover and networks to please) programs solely for rural needs; provides such complete market service. WRFD mails programs monthly to over 125,000 rural Ohio homes; distributes 53,000 market tablets in its 88 counties.

Rural Ohio can be yours — economically. Wire Edgar Parsons, Manager, for information today.

IN THE CENTER OF OHIO
COVERING *ALL* RURAL OHIO

Edgar Parsons, Mgr.

The FRED A. PALMER Co.
consultants

WRFD

Peoples Broadcasting Corporation

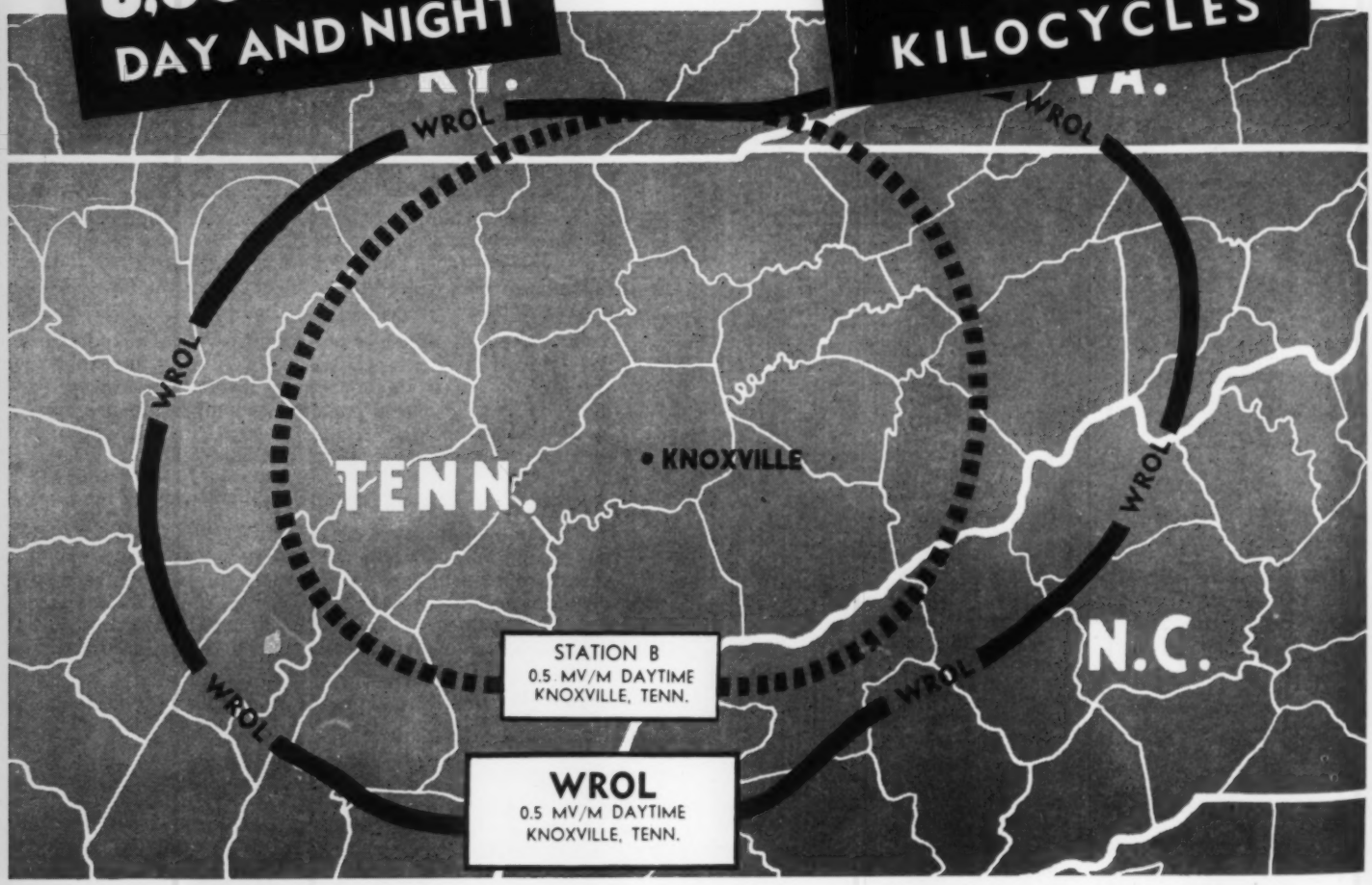
WORTHINGTON, OHIO
5000 WATTS ON 880 KC

WROL

KNOXVILLE

5,000 WATTS
DAY AND NIGHT

620
KILOCYCLES



EAST TENNESSEE'S GREATEST COVERAGE

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

NBC FOR EAST TENNESSEE

WROL-FM

76,000 WATTS

97.3 MG. CHANNEL 247

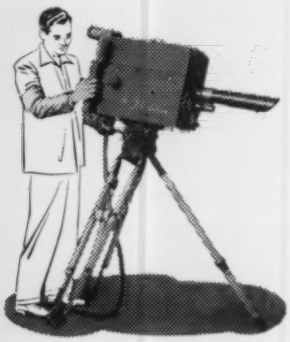
EAST TENNESSEE'S PIONEER FM STATION

EAST TENNESSEE'S GREATEST FM COVERAGE

On or Before October Third

WMAL-TV

takes the air on Channel 7 as one of the Nation's pioneer television stations. From the Capital's loftiest tower overlooking the beautiful campus of American University, WMAL-TV—one of The Evening Star Stations—will present the top television attractions in the Washington area, leading off with the telecasts of football games of the Washington Redskins, Georgetown University, and George Washington University.



The finest and most complete equipment available will be used to insure pictures and effects of top quality . . . the amazing ZOOMAR LENS, a vari-focal lens which enables "dolly shots" to be taken from a fixed position . . . the newest type Image Orthicon Cameras . . . the first GE microwave link for relaying remote television pickups to the transmitter . . . a fully-equipped mobile unit . . . these add up to a promise of the same outstanding operation that has been characteristic of the standard broadcast operation of WMAL.

WMAL-TV

WMAL

WMAL-FM

Owned and Operated by

THE EVENING STAR BROADCASTING COMPANY

724 14th Street N.W., Washington 5, D. C.

REPRESENTED NATIONALLY BY ABC SPOT SALES

AGENCIES

ROBERT H. BRINKERHOFF, formerly with N. W. Ayer & Son in Philadelphia and Boston, has joined Young & Rubicam, New York, as account executive on General Foods account. Mr. Brinkerhoff had been with N. W. Ayer since 1929.

GEORGE J. LEROY, formerly with Humbert & Jones, New York, for 11 years, has joined Al Paul Lefton Co., New York.

TOMMY REYNOLDS, formerly with ABC, NBC and MBS affiliate stations in Southwest, has been appointed radio director of Collins-Cusick-Schwerke & Wild, newly-formed advertising agency with offices in the Transit Tower in San Antonio, Tex. During war Mr. Reynolds served with AAF and produced numerous shows for Army recruiting, and recordings for stations in Southwest.

Mr. Reynolds

P. O. NARVESON, president of Associated Adv. Agency Inc., Los Angeles, will attend Affiliated Adv. Agencies Network convention in Pittsburgh, Pa., Sept. 17-19.

ROBERT KOENIG, formerly of Brown & Bigelow, Denver, has joined Raymond Keane Adv., that city, as account executive.

MARVIN E. KNUDSON, former production manager of Allen, Clenaghen & Smith, Portland, has joined Richard G. Montgomery & Assoc., that city.

RUSSELL F. FURSTNOW, formerly of The McCarty Co., Los Angeles, has joined John A. Ripley Co., that city, as art director.

STEVE EARL and **HELLAMAN PRATT** have joined H. K. L. Adv., Los Angeles, as account executive and assistant art director respectively.

WILLIAM J. FROST, former advertising manager of the Toronto Daily Star, joins Kenyon & Eckhardt Ltd., Montreal, as manager of its Canadian operations effective Sept. 28.

GEORGE M. COUCHE, former production manager of Richard G. Montgomery & Assoc., Portland, Ore., has joined Seattle office of Botsford, Constantine & Gardner in a similar capacity.

LEE L. FINKLE Assoc., Los Angeles agency, has moved to 1201½ S. Ogden Dr., that city.

DON N. DRIESE, for past year production manager of The Tolle Co., San Diego, has been made partner in agency.

JACK MELVIN, publicity director of Foote, Cone & Belding, Hollywood, is in New York for two weeks conferring with agency executives.

BERNARD S. SLAVIN, former account executive of Lamport-Fox-Prell & Dolk Inc., South Bend, Ind., has joined copy staff of Lockwood-Shackelford Adv., Los Angeles.

LYNNE SMITH, former account executive of Sterling Adv., New York, has joined Hugo Scheibner Inc., Los Angeles, as account executive. She also is in charge of planning.

H. A. BATTEN, president of N. W. Ayer & Son, is in Hollywood for week's conference with agency's executives.

RALPH DE CASTRO, formerly with Charles Read Agency, Newark, N. J., has rejoined creative staff of Ruthrauff & Ryan, New York. He was originally with the latter agency from 1942 to 1945.

BAKER & HOSKING Inc., New York, has changed its firm name to **LYNN BAKER Inc.** Agency was established in early 1940 by Lynn Baker under his name, and after being inactive during the war, due to Mr. Baker's service with armed forces, was organized again under name of Baker & Hosking. Early this year Mr. Hosking resigned.

MORTON STEINHARDT, formerly in charge of financial matters for Schacter & Fain, New York, has been appointed comptroller and office manager of Harry B. Cohen Adv., New York.

DON C. THOMPSON, formerly with N. W. Ayer & Son, has joined Gardner Adv., New York, as head of public relations on National Guard account. **FRANK C. HEPLER,** formerly with N. W. Ayer & Son, also has joined Gardner on the same account.

M. BELMONT VER STANDIG Adv., Washington, D. C., announces the following accounts: Loewer's Brewery, New York; McMorrow, Berman & Davidson, Washington; Mimex Corp., Brooklyn; Campbell Music Co., Washington; Rudolph's Candies, Washington; Colonial Wallpaper Co., Washington; S. E. Block Co., Washington; Reo-Washington Inc., Washington; Pat-A-Tan Corp., Chicago.

WALLACE L. SHEPARDSON, former sales promotion manager for Hood Rubber Co., has joined Boston office of James Thomas Chirurg Co. as contact man.

ADRIAN SAMISH, director of programming for Dancer-Fitzgerald-Sample Inc., New York, is in Hollywood for ten days.

CARLTON A. JOHNSON, former advertising and public relations manager of Rheam Mfg. Co., has joined San Francisco office of Doremus & Co.

WALTER B. GROSVENOR has been appointed manager of the Cleveland office of Beaumont & Hohman Inc. **T. R. McCABE,** executive vice president of the agency, will remain in charge of activities in Cleveland office.

A. McKIE DONNAN, for past 20 years copy chief of Brisacher, Van Norden & Staff, San Francisco, September 5 was elected secretary of the agency. He succeeds the late **WESTON SETTLEMEIER.**

SAWYER-FERGUSON-WALKER Co. has moved San Francisco offices to larger quarters in the Russ Bldg., 235 Montgomery St.

ED REYNOLDS, formerly on CBS Chicago press staff, has joined publicity department of Foote, Cone & Belding, that city.

TRUDY RICHMOND, formerly with ABC, has been appointed account executive specializing in fashion and radio for Arnold & Co., Boston.

ALVIN SCHULTZBERG, formerly with Harry Feigenbaum Adv., Philadelphia, has joined Ralph A. Hart Adv., that city.

ARTHUR A. JUDSON, formerly with L. E. McGivena & Co., New York, as office manager and account executive and prior to that as chief of copy preparation section, Publication Div. of Adjutant General's Office, has joined Seidel Adv., New York, as vice president.

Mr. Judson

GENE GOLDSMITH, formerly with Brisacher, Van Norden & Staff, San Francisco, has joined copy staff of William H. Weintraub & Co., New York.

DOROTHY DIGNAM, of public relations department of N. W. Ayer & Son, New York, has just returned from Paris where she covered the fashion openings.

TWO NEW series of on-the-spot video programs will be started next week by WPTZ Philadelphia. On Sept. 23 WPTZ will telecast one-hour program on "Seasons, Climate and Weather," as first of series from Franklin Institute. Three days later station will inaugurate series of pickups from Philadelphia Zoo with afternoon hour's visit to Bird Island and antelope house.

IN

CANTON*

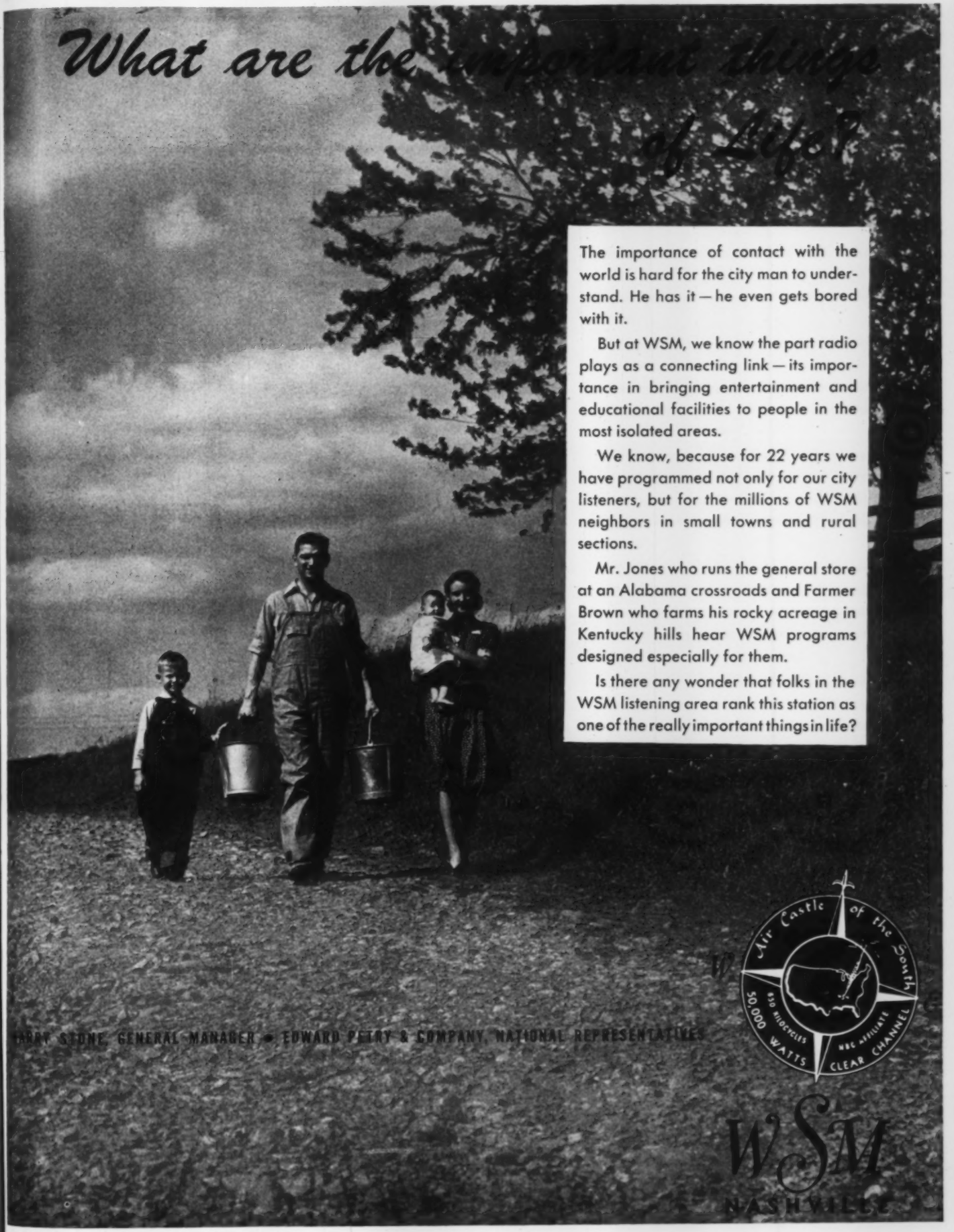
** City of diversified industries*

We roll up our sleeves at WCMW, in Canton, where Industrial Employment is up 20%. Where 223 SPONSORS have used effective selling ideas in our first year on the air.

1000 WATT—1060 KC
DAYTIME

WCMW
CANTON, OHIO

National Representative BURN-SMITH CO.


What are the important things of Life?
The importance of contact with the world is hard for the city man to understand. He has it — he even gets bored with it.
But at WSM, we know the part radio plays as a connecting link — its importance in bringing entertainment and educational facilities to people in the most isolated areas.
We know, because for 22 years we have programmed not only for our city listeners, but for the millions of WSM neighbors in small towns and rural sections.
Mr. Jones who runs the general store at an Alabama crossroads and Farmer Brown who farms his rocky acreage in Kentucky hills hear WSM programs designed especially for them.
Is there any wonder that folks in the WSM listening area rank this station as one of the really important things in life?
HARRY STONE, GENERAL MANAGER • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES
Air Castle of the South
650 KILOCYCLES
50,000 WATTS
NBC AFFILIATE
CLEAR CHANNEL
WSM
NASHVILLE

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

ROBERT MANN, program director of WCCP Savannah, Ga., has been appointed Georgia-Florida distributor for Kasper-Gordon Inc., Boston transcription firm. Mr. Mann formerly was with WWRL New York and WBYN Brooklyn. He will make Savannah his headquarters for the present.

BILL RICHARDS, West Coast manager of artists and repertoire for Columbia Records Inc., Hollywood, has resigned. Upon return to the West Coast, after six weeks vacation in New York, he will announce future plans.

JAMES B. CONKLIN, manager of repertoire department of Capitol Records Inc., Hollywood, is the father of a girl born Sept. 4. Mrs. Conklin is **DONNA KING,** vocalist (King Sisters).

REK-O-KUT Co., New York, manufacturer of quality recording and transcription equipment, has moved its offices and show rooms to larger quarters at 38-01 Queen Blvd., Long Island City, N. Y.

ROBERT M. LIGHT, president of Command Radio Productions, Hollywood, is the father of a boy born Sept. 3.

Appointments to WKOW Engineering Staff Made

WKOW, planning to begin operations Jan. 1 with 10 kw on 1070 kc at Madison, Wis., last week announced several appointments to its engineering staff.

They include Kenneth A. Moore, who was formerly with WKRZ Oil City, Pa.; Chester J. Kuharski, formerly with WFHR Wisconsin Rapids, Wis.; N. Hale Blakely, previously with WKLA Ludington, Mich., and Edward J. Mohr.

Western Electric Dividend

A DIVIDEND of 75 cents per share was declared by Western Electric Co., New York, at a board of directors meeting on Sept. 9, on outstanding capital stock payable on Sept. 30 to stockholders of record Sept. 24. Company declared a dividend of 62½ cents per share on June 10.

ALLIED ARTS

HARRY S. GOODMAN RADIO PRODUCTIONS, New York, last week announced the opening of a West Coast office in Castleton Bldg., 1777 N. Vermont Ave., Los Angeles. **DANIEL S. GOODMAN** will be vice president in charge of new branch and **ARTHUR W. SILVERSTEIN,** formerly with the firm in New York, will be western sales manager.

STANLEY GLASER, former buyer of radio and phonograph records for Goldblatt Bros., Chicago, has been appointed manager of radio section of Crosley Div., Avco Mfg. Corp., Cincinnati.

H. V. SOMERVILLE, former field sales manager of RCA Engineering Products Dept. in Cleveland region, has been appointed manager of East Central Region of RCA Victor with headquarters in Cleveland. Mr. Somerville joined RCA in 1929 as a student engineer.

W. P. SEDGWICK, formerly with Campbell-Ewald, New York, and prior to that with NBC, has joined copy staff of O'Brien & Dorrance, New York.

SAMUEL H. NORTHCROSS, formerly in charge of radio research at Young & Rubicam, New York, has been appointed vice president of Audience Research, New York, in charge of radio research. He will head a new division of Audience Research offering the industry radio and television research service with emphasis on qualitative studies. Nature of new service will be announced later this month. Prior to service with AAF, Mr. Northcross was associated in Princeton, N. J., with Gallup Poll and Benson & Benson Inc., conducting public opinion research and commercial market and consumer research, as well as analyzing radio data and newspaper radio-interest surveys.

Mr. Northcross

JACK HASTY and **SAM SHAYON,** Hollywood writers, have been signed by Jerry Fairbanks Productions, Hollywood, to do original script for "Public Prosecutor" film television series.

BEA CARPENTER, former account executive of Jack Rourke Productions, Hollywood program packager, has been named public relations director of Dick Fishell Publicity Service, that city.

RICHARD M. DAY, radio director of Los Angeles Community Chest, is the father of a girl, Jane Ann, born Sept. 5.

JOE GRATZ and **FRANK DANZIG,** Hollywood independent package producers, have obtained radio rights to the "Tom Swift" children's adventure books written by Victor Appleton. **BOB EISENBACH** and **JACKSON GILLIS** have been signed to do radio adaptations.

FRANK A. OBERNDORFER, former sales promotion manager of MGM Records, has been appointed advertising and sales promotion manager of Zenith Radio Corp., New York.

DAVID APPEL has been appointed general sales manager of Crosley Distributing Corp., New York.

ALLEN H. GARDNER, president of Colonial Radio Corp., subsidiary of Sylvania Electric Products, Syracuse, N. Y., has resigned. **DON G. MITCHELL,** president of Sylvania, will serve as president of Colonial pending election of a successor to Mr. Gardner.

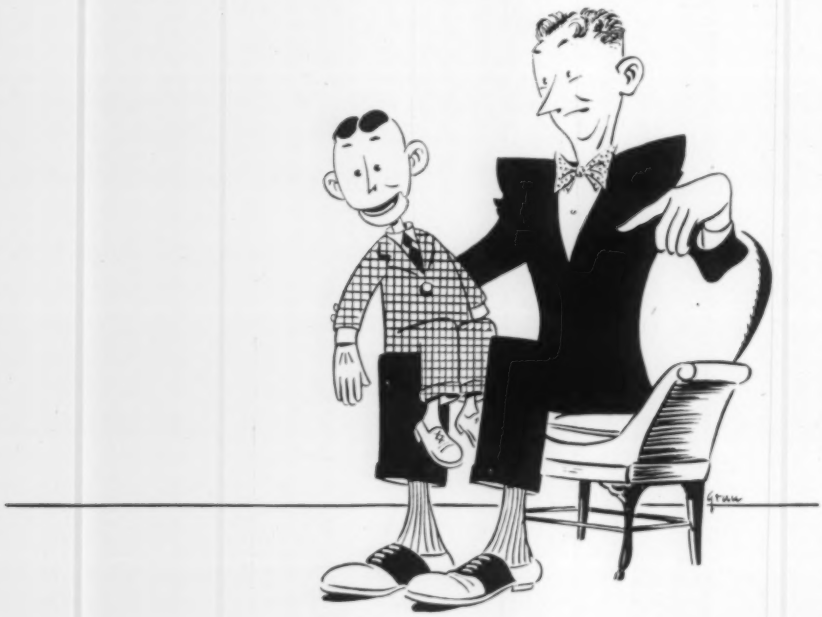
REP Inc., talent representative and program packager, has been organized with temporary offices at 2217 Maravilla Drive, Los Angeles. Telephone: Hempstead 9678. **BRUCE EELLS,** former Hollywood business manager of Young & Rubicam Inc., heads new firm as president and general manager. In addition to representing talent and program packaging, firm will handle sales and sales promotion campaigns for various programs, according to Mr. Eells.

RENE BRUGNONI, ABC architect, has resigned to return to private practice, specializing in radio and television. His office is at 515 Madison Ave., New York.

ALBERT N. WILLIAMS, former NBC writer-producer, has joined faculty of U. of Denver to teach in its four-year commercial radio course. Mr. Williams recently served as editor-in-chief of English features on Dept. of State's "Voice of America" programs.

EDMOND ST. JOHN STEVENS, former radio, stage and screen actor and night program director for ABC New York, has been appointed director of Radio School of Columbia Institute, New York.

NATIONAL ELECTRICAL WHOLESALERS Assn., New York, has announced that it will publish a series of printed bulletins titled "Appliance Sales Booster" and "Supply Sales Booster," to help the wholesaler's salesman do a better selling job.



LET ONE VOICE DO
THE JOB IN ATLANTA

WGST

GEORGIA TECH STATION
5000 WATTS DAY
1000 WATTS NIGHT

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

ADVERTISEMENT

Editorial

KAGH's Report to the Industry on FM in Los Angeles County

WE BELIEVE the industry would be interested in an informal report of the experience of one FM station operating in Los Angeles County. After all, Los Angeles is the third greatest retail market in the United States and it is the center of many radio enterprises and activities which are too well known to require commentary in this report. It is clear that this report concerns an area of essential importance to the development and growth of FM.

KAGH began regularly-scheduled broadcasting on June 15, 1947. This undertaking was approached by the owner with considerable trepidation. The case for proceeding was later set forth in the BROADCASTING editorial of September 8, 1947, wherein it is stated that FM will succeed through an affirmative selling job, and that job "can be accomplished (1) through operation of an increased number of stations; (2) through exploitation of receiving set manufacture and distribution, and (3) through programs acceptable to substantial elements of the public."

This great metropolitan district was served six hours a day by only two FM stations—one commercial and one educational. To give the set manufacturers, distributors, and dealers a chance to demonstrate and sell receiving sets over a longer daytime period, our station embarked immediately on an 8-hour schedule—broadcasting from 1 p.m. until 9 p.m. On many occasions, the station maintained longer schedules.

With considerable boldness we decided to have a "Grand Opening," and to produce the finest civic program ever originated and broadcast exclusively on an FM station. Whether we succeeded is a question that is certainly wide open for discussion, and the reader may judge for himself.

Right off we engaged the magnificent Pasadena Civic Auditorium for the show and the Gold Room for FM set displays. The show was scheduled for August 26, 1947. The auditorium seats 3,000, and while we are on the point, some measure of the success of the undertaking may be gauged by the fact that every seat was taken, and hundreds listened in the Gold Room and other hundreds were turned away. Many of the latter were cynical members of the industry who arrived late on the theory that ample seats would be available.

The cooperation of many of the broadcasters, motion picture companies, and artists of the stage, screen and radio, was quickly secured. Ray Birch, who built the station and put it on the air, took charge of the technical aspects of the show, and Don Forbes, famous radio announcer and currently general manager of Station KWIK Burbank, acted as producer. Routine and continuity were mimeographed and distributed to the participants well in advance of the show. Every effort was made to conduct the affair in the highest tradition of the show business and no hitches occurred throughout the long program.

Ken Niles, currently heard on NBC's *Date With Judy* and *Take It or Leave It;* CBS's *The Whistler;* and ABC's *Jimmy Fidler's Hollywood* acted as emcee of the entire show, with other artists taking over on appropriate occasions. Rod Rodriguez and his orchestra carried the music theme throughout the show.

The show was built as a community service presentation. The public was not treated exclusively to a variety show. They heard civic leaders, classical music, excellent comedy, home-town amateurs, but above all, they were given a thorough education on the merits of frequency modulation broadcasting. The station is no longer a stranger to the community.

The program started promptly at 7 with the National Anthem. Thereupon, John Rider, KAGH station manager, presented Rev. Emmer Engberg, president of the Pasadena Pastors' Union, who gave the invocation. Ken Niles then took over and introduced John Wald, radio newscaster, famous as the *Richfield Reporter,* and Don Forbes, who launched into a dramatic two-voice recountal of the history of radio. Brown S. McPherson, president of the Chamber of Commerce, delivered the address of welcome, and 45 minutes of lively entertainment followed.

This entertainment was furnished through the offices of Sam Kerner, one of the owners of KWIK, and was emceed by his associate, Don Forbes. The artists on this section of the program included Zeke Manners, nationally famous for his early morning broadcasts over ABC; Eileen Barton, featured as vocalist over the Frank Sinatra CBS show; Bob Carroll, vocalist with the Tommy Dorsey orchestra; the many-voiced Frank Graham, associated with numerous radio programs broadcast over NBC, CBS, and ABC; and David Street and the Mello Larks, NBC artists. The packed audience was most responsive and enthusiastic.

At 8 o'clock Ken Niles credited the radio manufacturers and dealers who had displays in the Gold Room and introduced Jack Meyers, of the General Electric Co., as the representative of the industry to give a visual and oral demonstration of FM.

The Right Rev. Joseph T. McGucken, Auxiliary Bishop of the Catholic Archdiocese of Los Angeles, delivered an inspirational 5-minute talk on "The Mission of Radio." John Crown, internationally-famous concert pianist, and a particular favorite of music lovers in Los Angeles, gave a short classical concert on the Baldwin concert grand piano. Hon. Carl Hinshaw, Congressman from the local district, delivered the address of the evening.

Ken Niles then presented rapid fire acknowledgements of services rendered by Ray Birch, Don Forbes, John Rider, William J. Donahue, Tom Olsen, Martin Summerfield (of the California Institute of Technology), and Eileen Summerfield.

Walter O'Keefe, star of stage, screen and radio, and a Pasadena resident, proceeded to emcee a whirlwind hour of entertainment, featuring local amateur talent intermingled with great stars.

We were particularly anxious to feature Pasadena amateurs and all concerned were delighted with the tumultuous reception given the youngsters. The highly-talented colored youth, Terrell Sandell, soloed on the piano. Mary Ann Jackson played the harp. Frances Dempster sang, and 3-year-old Bee Jee Kunkel shook the house down with her vocal rendition of novelties. (A few days later, she was auditioned by CBS.)

Richard Foote, RKO western star, sang and teamed with Walter O'Keefe. George Balian played the new Ansley electronic piano. Edward Arnold, star of the stage, screen and radio, read the operating policies of the station and contributed greatly to the program by his memorable rendition of "The Devil and Daniel Webster" from RKO's moving picture, "All That Money Can Buy." He also gave some of his impersonations from the current ABC series *Mr. President.* The owner briefly thanked all who participated, and expressed his appreciation for the cooperation extended by the local newspapers and KWKW.

Rabbi David Cohen, of Temple B'Nai Israel, delivered the benediction and concluded the program.

Between 6 p.m. and midnight, about 4,000 people viewed the receiving sets on display in the Gold Room. After the program in the Auditorium, many of the audience stayed until midnight to dance in the Gold Room.

KAGH has received excellent "salute" transcriptions from all over the world. The production staff is now arranging each salute into a one-hour program to be broadcast on a regularly-scheduled basis over a period of several weeks. The KAGH staff will in turn salute the city or nation featured in each program. The schedule will be advertised in the newspapers with the thought that people who have lived in these cities or nations will have a particular and specific interest in listening to the program.

Special salutes have been received from Great Britain, Ireland, Canada, Cuba, Mexico, Poland, New Zealand, France, Sweden, Australia, Czechoslovakia, ABC, NBC, KXRO, KUGN, WFDF, KCMO, KEX, KVI, KWIL, WCAO, KWPC, KQW, KFKA, KYOS, KFMB, KFI, KVEC, KVOS, KGER, KWKW, KWIK, WBEL, WAUX, and many more have been promised and are arriving daily.

It is believed that this series of programs will do much to stimulate interest in FM as most people have very difinite interest and pride in their old home town or native country and probably will be induced to acquire an FM receiver to hear the programs. The "salutes' are really very fine. For example, the Irish salute includes a speech by Prime Minister de Valera on "The Ireland We Desire," songs by John McCormack, and the Irish Symphony by Hamilton Harty.

The management is now making the first serious bid for commercial support. One set manufacturer stated that his receivers retailing for more than $100 were being sold in San Francisco at a per capita ratio of 4 to 1 over such sales in Los Angeles. He attributes this to the more diversified and better FM service available in San Francisco. He stated that our entry in the field has already stimulated set sales in Los Angeles. We agree with BROADCASTING that the advertisers should get the desired ratio of dollar return. We are sure we can deliver this ratio even now in view of the comparatively low station rates.

We are diligently seeking out new talent throughout the country, and the results are most interesting. She doesn't know it yet, but we are going to invite Elaine Mary Campbell, of Minneapolis, to give a concert in Pasadena's Civic Auditorium. We think she has the makings of one of the greatest singers of this generation. And she would find no more appreciative audience than the fine people of Pasadena and no better medium of demonstrating the magnificent range of her voice than FM.

And so we thank the great artists who gave us a hand, and the set manufacturers, distributors, and dealers, who furnished one of the finest displays yet assembled in Southern California.

CHANNEL 252 **KAGH** 98.3 Mc. center of the dial

ROSE BOWL BROADCASTERS
PASADENA 1, CALIF.

Suite 205-6-7, 30 N. Raymond Ave.

In Old Vienna

could mean a Viennese waltz

But **IN DALLAS —FORT WORTH** *it's*

1 STATION
WFAA

2 FREQUENCIES
820 - 570

3 NETWORKS
NBC - ABC and Texas Quality

It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA
radio service of the Dallas Morning News

Represented Nationally by
EDWARD PETRY & CO., INC.

SPONSORS

U. S. RUBBER CO., New York, has appointed **RUSSELL WILKS** and **E. M. CUSHING** as public relations director and industrial relations director succeeding **CYRUS S. CHING**, former chief of combined departments who has been appointed by President Truman to head new National Mediation Board.

CHICAGO SUN, Marshall Field morning newspaper, has contracted for 52-week sponsorship of "The Tommy Dorsey Show" on WCFL Chicago. Program, which began Sept. 8 on regional basis, is heard on WCFL, Mon.-Fri., 4:30-5:30 p.m. (CDST). Newspaper will use only eight of allocated 12 minutes for commercial copy, stressing special features to be found in The Sun.

JOHN P. MOSER, formerly of technical staff of Lever Brothers Co., Cambridge, Mass., has been named general manager of Harriet Hubbard Ayer Inc., company recently acquired by Lever Brothers.

SANTA COLA Co., Los Angeles (carbonated beverages), has appointed Pat Patrick Co., Glendale, Calif., to handle advertising. Radio will be used along with other media.

FR Corp., New York, has appointed Kastor, Farrell, Chesley & Clifford, New York, to handle advertising for Scoop, a soap product. Radio will be used in form of local participations and spot announcements in New York and the East.

ASSOCIATED FUR COAT & TRIMMING Mfgrs., New York, Sept. 15 begins participation three times weekly on "Nancy Craig" program on WJZ New York and on three stations in Chicago, Detroit and San Francisco. Business placed direct.

BISCEGLIA BROS. WINE Corp., Long Island City, N. Y. (Paradise Wine), Oct. 1 begins sponsorship of 24 quarter-hours weekly on WINS New York. Although complete schedule has not been completed, following programs will be heard on behalf of Paradise Wines: Sidney Walton, newscaster, Mon.-Fri., 10:30 p.m.; Jack Lacy, disc. m.c., Mon.-Fri., 9:30 p.m.; 15-minute Mon.-Fri. musical program with Irving Landau, WINS orchestra and name guests and Saturday evening football resume featuring Don Dunphy. New contract is in addition to Paradise sponsorship of quarter-hour program before and after Yankee baseball games on alternating days. Agency: Olian Adv., New York.

DAVID R. COMPTON, formerly with Essex Adv. Service, division of Safeway Stores, San Francisco, has been appointed advertising manager for 114-store Dallas (Tex.) zone of Safeway.

BROWN & HALEY, Tacoma, Wash., has started campaign to introduce new product, "Yankee Toffee," to western market. Radio spots are being used with other media. Agency: Honig-Cooper Co., Seattle.

SACHS, Worcester, Mass. (optician), is using local spots on WTAG that city, with each announcement introduced in a different language—the Polish, French, Italian and Swedish version of "The Eyes Have It," Sachs' slogan.

FOX WISCONSIN AMUSEMENT Corp. has signed with WMLO Milwaukee for hour-long Tues. through Sat. "Tommy Dorsey Show" beginning on that station Sept. 15. Agency: Cramer-Krasselt, Milwaukee.

BIRK BROS. BREWING Co., Chicago, has appointed Fuller & Smith & Ross, Chicago, as advertising counsel.

ANGELUS SHOE POLISH Co., Los Angeles, has appointed Coleman-Jones Adv., that city, to handle advertising. Media selection awaits completion of an extensive consumer survey now being conducted.

KERN FOOD PRODUCTS Co., Los Angeles (jellies, jams), account has been resigned by Glasser-Gailey Inc., that city, because of a conflicting account. New agency for Kern is Lockwood-Shackelford Adv., Los Angeles. Radio will continue to be used.

HUNTLEY CASTNER, sales manager for Food Container Industry division of Owens-Illinois Glass Co., has been elevated to assistant Pacific Coast sales manager with headquarters in San Francisco.

JOS. SCHLITZ BREWING Co., Milwaukee, has appointed Young & Rubicam, New York, to handle its general advertising. Account was formerly handled by Gordon Best Co., Chicago.

AMERICAN CHICLE CO., Long Island City, started spot announcement campaign in about 19 markets effective Sept. 1 for 17 weeks. Agency: Badger, Browning & Hersey, New York.

PROCTER & GAMBLE Co. of Canada, Toronto (Chipso), has appointed Benton & Bowles, Toronto, to handle advertising effective Oct. 1.

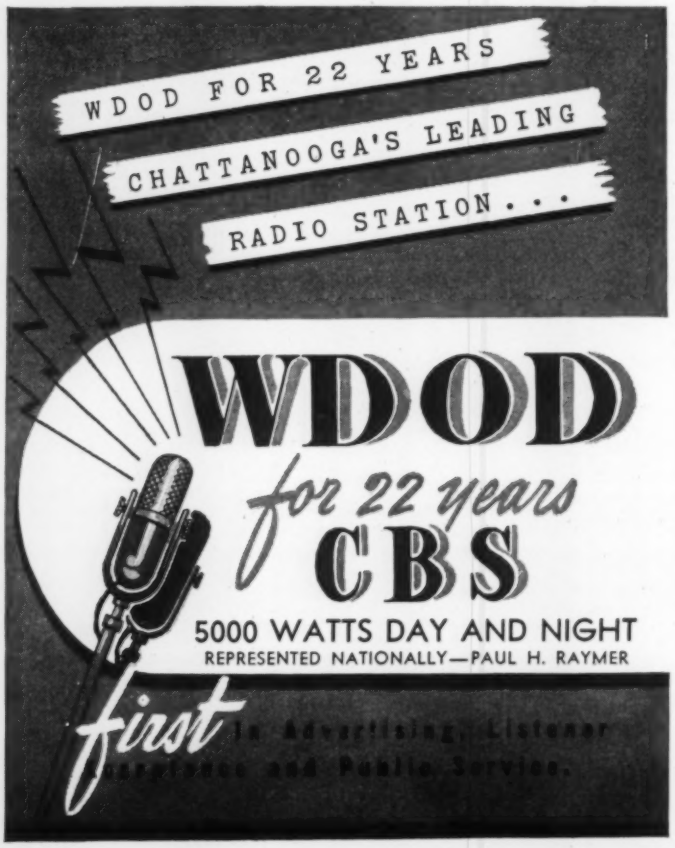
LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco), has started spot announcement campaign on a number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

FORD MOTOR CO., Detroit, drops sponsorship of Meredith Willson show effective Sept. 24 on CBS. Kenyon & Eckhardt, New York, agency, is dropping time as well as program.

MOTHER PARKER'S TEA Co., Toronto, Sept. 27 starts "Musical Mysteries" on 9 Ontario stations, Sat. 7:30-8 p.m. Agency: A. J. Denne & Co., Toronto.

CROWN MILLS Inc., Portland, Ore. (flour), this month (Sept.) starts a new ten-month advertising campaign. Radio will be used. Agency: Richard G. Montgomery & Assoc., Portland.

NATIONAL BISCUIT Co., New York, has purchased three 15-minute segments weekly on morning shows on WJEF Grand Rapids and WKZO Kalamazoo. Agency: McCann-Erickson, New York.



NETWORK ACCOUNTS

New Business

WHITEHALL PHARMACAL Co., New York (Anacin, Kolynos toothpaste), Sept. 28 starts for 39 weeks "Hollywood Star Preview" on 123 NBC stations, Sun. 6:30-7 p.m., West Coast repeat 8-8:30 p.m. (PST). Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

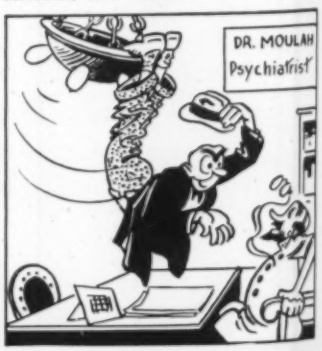
BEAUMONT Co., St. Louis (Four-Way Cold Tablets), Oct. 14 starts for 26 weeks "Rise & Shine" on 43 Don Lee stations, Tues.-Thurs.-Sat., 7:15-7:30 a.m. (PST). Agency: J. D. Tarcher & Co., New York.

Renewal Accounts

CLUB ALUMINUM PRODUCTS Co., Chicago (cookware), Oct. 14 renews for 13 weeks "Club Time" on ABC, Tues. 9:45-10 a.m. (CDST). Agency: Swaney, Drake & Bement, Chicago.

PET MILK Co., St. Louis, Oct. 4 renews for 52 weeks "Saturday Night Serenade" on CBS, Sat. 10-10:30 p.m. Agency: Gardner Adv., St. Louis.

P. LORILLARD Co., New York (Old Gold cigarettes), Sept. 6, for eighth consecutive year, renewed for 52 weeks series of one-minute participations in 6-6:10 p.m. editions of Yankee Network News Service, Mon.-Sat. over full Yankee Network. Agency: Lennen & Mitchell, New York.



"Just because I don't advertise over WFDF Flint, my wife wants me to see you."

...and in New England, too, it's CBS

WPRO PROVIDENCE

covering the no. 2 market

in this rich area

5000 WATTS **BASIC CBS** **630 KC.**

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery

CBS Station for the SPARTANBURG-GREENVILLE Market

BILL BURNS, news editor at KQV Pittsburgh, has been appointed program director of that station. Mr. Burns joined KQV a year ago and had no radio experience at that time. He was named news editor two months after joining the station.

KENNETH MANSON, assistant to **DOROTHY BROWN,** ABC Hollywood continuity acceptance editor, has been elevated to program producer. **KATHERINE CALVERT,** KECA Hollywood continuity acceptance editor, takes over his former assignments. **ROBERT ROBB** has been named continuity acceptance editor of KECA.

HARRY E. SNOOK, formerly with WCOS Columbia, KGY Olympia and WAYS Charlotte, has joined WBT Charlotte, as production head. Mr. Snook also has done freelance radio work and during the war was publicity director in Special Service Branch, in charge of writing, producing and directing Army shows and arranging USO shows. His wife, **PATSY SNOOK,** is the continuity editor of WBT.

Mr. Snook

DON HONRATH, NBC Hollywood continuity acceptance chief, is now in New York for home office conferences on policy matters to be put into effect this fall. Meetings will involve all phases of continuity editing, including commercial copy and comedy programs.

RODNEY ERICKSON resigns as WOR New York director of programs effective Oct. 1, the station announced last week (CLOSED CIRCUIT, Sept. 8). Prior to joining WOR in 1946, Mr. Erickson served as radio consultant for Procter & Gamble for three years. Before that he had been with NBC in New York and Washington as a writer, director and producer, with CBS in New York as a director and with Foote, Cone & Belding in an executive capacity. His future plans and successor were not announced at this time.

SELL A BILLION $$ MARKET with 3 KI

hometown stations

market areas

low rate

Facts "will out". And here are the facts! Three "hometown" stations (the kind folks listen to) with a plus of a rich farm market now available as a package network. *One low rate* to reach an area equal to *57% of the people, 64% of the buying power* of the entire state of Nebraska. Almost a *Billion Dollar Market you can reach . . . for less* with the Inland Group. Wire or write for immediate availabilities.

KBON KOLN KORN

OMAHA LINCOLN FREMONT

THE INLAND GROUP

THE INLAND BROADCASTING COMPANY
General Offices
Saunders-Kennedy Bldg.
Omaha 2, Nebraska
Paul R. Fry, Vice President and General Manager

WEED & COMPANY, National Representatives

PRODUCTION

TWIN CITIES TELEVISION LAB, Minneapolis, applicant for a video broadcasting station in that city, has appointed Harvey Marlowe Assoc. as its representative in field of television training and consultation. Lab is a division of the Beck School of Radio and will use image orthicon camera equipment recently purchased from DuMont for laboratory training until the station is ready for commercial operation.

EDWARD R. EADEH, former manager of MBS coverage department, and **WILLIAM H. STEESE,** former director of listener diary division and program records division of CBS, have joined ABC research department. Mr. Eadeh was appointed assistant to director of market research and Mr. Steese, assistant to associate research director.

R. C. CLAIBORNE has been appointed assistant to **ELL HENRY,** publicity manager of ABC Central Division, replacing **JERRY BAXTER,** resigned.

MIRIELLE BEULLAC has joined CHLT Sherbrooke, Que., as writer-commmentator.

ALDERIC D'EON, graduate of Academy of Radio Arts, Toronto, has been appointed director of special events of CHEF Granby, Que.

BILL BOND, announcer with WROM Rome, Ga., has resigned to join his brother, **FORD BOND,** in Ford Bond Radio Productions, New York.

DICK GILBERT, former program director of Sun Country Network of Arizona, has joined KRUX Phoenix where he will do two shows daily, five days a week.

LEONARD CHAPPLE, JACK RASKIN, GEORGE WILSON and **ROSS LAWRENCE,** all graduates of the Academy of Radio Arts, Toronto, have joined the CBS studios at Toronto and Montreal.

WALTER RANEY, former announcer of WRC Washington, has joined KFAC Los Angeles, in similar capacity.

TRUE BOARDMAN, Hollywood writer-producer, has been signed as technical advisor on radio sequences of film, "State of the Union," being produced by **FRANK CAPRA.**

AL LEWIS has been assigned producer and chief writer of CBS "Sweeney & March Show." He replaces **MANNY MANNHEIM,** signed to write "Al Jolson Show."

STANLEY BURNS, for past three months summer relief announcer of KMPC Hollywood, and prior to that on staff of WINS New York, has returned to New York.

BOB BEECHINOR, formerly on guest relations staff of KPO San Francisco, has joined KEEN San Jose, as announcer.

FRANK BIRD, graduate of the Academy of Radio Arts, Toronto, has joined announcing staff of CKBI Prince Albert.

KEN ELLIS is new announcer at CKRC Winnipeg.

BILL SLOAN, CBS Hollywood assistant director, is the father of a boy born Aug. 30.

DON LAWRIE, announcer of CJKL Kirkland Lake, is the father of a boy.

BEN D'ARCY SULLIVAN, supervisor of United Kingdom and Commonwealth section of CBC International Service, has resigned. He formerly was with BBC and Australian Broadcasting Corp.

JACK COOK has been named music director at WIS Columbia, S. C., replacing **GRENVILLE SEIBELS,** who has been appointed WIS news editor.

TIPTON STRINGER, daughter of **ARTHUR C. STRINGER,** NAB's director of FM, is working parttime this summer at WBCC Bethesda-Chevy Chase, Md., in the transcription and record library.

BESS WRIGHT, home economist, has been signed by WJBK Detroit, for special series of programs, "What's Cookin'," starting Sept. 15. Show will be broadcast from Mrs. Wright's specially-constructed "Dream Kitchen" in suburban Detroit. She will be assisted on series by **BETTY ROBERTS,** WJBK women's commentator.

FREDDIE VIGDER, announcer with WTAQ Green Bay, Wis., is the father of a girl, Frances Eileen.

CLARENCE MACK, graduate of the Academy of Radio Arts, Toronto, has joined announcing staff of CFAC Calgary.

PAUL GRIBBEN, formerly with KTAR Phoenix, Ariz., has been named program director of KPSC and KPSC-FM Phoenix.

JOHN KIERAN, radio oracle on "Information Please," and Margaret Ford, Sunday editor of Boston Herald, have announced their marriage.

ELEANOR TERRY, script writer of KULA Honolulu, has been appointed continuity chief of that station and **ALLIN SLATE** has joined staff as script writer.

JACQUELINE BRINKHURST, new to radio, has joined continuity department of CHAT Medicine Hat Alta. **JIM BUTLER,** also new to radio, has joined announcing staff of CHAT.

JEFF ALEXANDER has replaced **LUD GLUSKIN** as musical director of NBC "Amos 'n' Andy," with The Jubilaires taking over Delta Rhythm Boys spot on that show.

ROBERTA LUCKOW, member of NBC Central Division program department and Harry Keeley of Joliet, Ill., are to be married Sept. 27.

VAL DELMAR, baritone and a patient at Birmingham General Hospital, Van Nuys, Calif., recovering from war wounds, has started weekly quarter-hour program on KNX Hollywood.

ROBERT SPIROS, program and production manager of WBTH Williamson, W. Va., and **ELIZABETH TAYLOR,** production assistant of Ward Wheelock Co., Hollywood, were married Sept. 6.

DEANE LONG, production manager of KSDJ San Diego, is the father of girl, Deborah Dee.

DAVID ROSE has been signed as musical director of weekly NBC "Red Skelton Show" which resumed Sept. 9. Show is sponsored by Brown & Williamson Tobacco Corp. for Raleigh cigarettes, through Russel M. Seeds Co., Chicago.

PAT UNDERWOOD, receptionist at KULA Honolulu, has been appointed music librarian of that station. She recently became Mrs. Carlos Rivas.

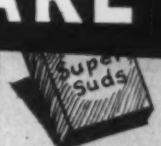
ELMO C. WILSON, CBS director of research, has been elected vice-president of the newly-founded American Assn. for Public Opinion Research.

NELSON CASE, CBS announcer and narrator, and **NONDAS METCALFE,** actress and writer, were married Sept. 5 in New York.

VINCE LONERGAN, announcer at WDGY Minneapolis, is the father of a girl, Rosemary Eileen.

THE *HIGHEST* HOOPERS IN YOUNGSTOWN

27 OUT OF THE TOP 30 ARE ON WKBN

34.4 LUX RADIO THEATRE	KATE SMITH				22.6 DICK HAYMES
19.0 WAYNE KING'S ORCH.	25.9 INNER SANCTUM	 25.5 BLONDIE	25.1 FBI IN PEACE & WAR	24.0 MAYOR OF THE TOWN	22.1 JACK CARSON SHOW
28.2 BIG TOWN	24.9 FANNY BRICE SHOW	24.3 BOB HAWK	CRIME PHOTOGRAPHER 24.2	23.0 SUSPENSE	Adventures OF SAM SPADE 21.8
27.5 JOAN DAVIS SHOW	20.2 DINAH SHORE	20.9 JACK SMITH SHOW	Adventures of OZZIE AND HARRIET 21.1	20.9 HIT PARADE	AMERICAN MELODY HR. 20.7
26.7 CRIME DOCTOR	20.7 BOSTON BLACKIE	20.7 DR. CHRISTIAN	20.3 DURANTE-MOORE	20.4 MEL BLANC SHOW	20.3 SAT. NIGHT SERENADE

Of the 30 highest Hooperated shows (and what Hoopers!) in Youngstown, 27 are heard over WKBN, 2 are heard over Station B and 1 over Station C. No wonder the Youngstown audience has formed the habit of tuning to WKBN for its favorite programs. This is a listening habit that can serve to promote your products in the greater Youngstown area . . . one of America's 25 largest markets.

Source: Youngstown, Ohio, Fall-Winter Report, Oct. '46 thru Feb. '47, C. E. Hooper, Inc.

WKBN

COLUMBIA BROADCASTING SYSTEM

YOUNGSTOWN, OHIO

5000 WATTS • 570 K. C.

Represented by RAYMER

RCA
TUBES

THE STANDARD OF COMPARISON IN BROADCASTING

Tubes for TV

When you need tubes for television . . . studio or transmitters, get in touch with us.

Through the years, RCA has pioneered in the development and manufacture of tubes for every television purpose.

Consider our new RCA-8D21: This twin tetrode combines advanced design principles of electron optics, screening, and water-cooled electrodes to give you real power gain and linear response in vhf wide-band power amplifiers. A single tube delivers 5 kw up to 300 Mc.

Full information on RCA tubes for television and other broadcast services is yours for the asking. Write RCA, Sales Division, Section P-3612, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

September 5 Decisions . . .

ACTIONS ON MOTIONS
(By Commissioner Durr)

The Patriot Co. and WHP Harrisburg, WARM Scranton and WBAX Wilkes-Barre, Pa. — Continued consolidated hearing on applications for new facilities to Sept. 25.

Lakes Area Bcstg. Co., Pryor, Okla.—Granted petition for leave to amend application to specify 990 kc instead of 1370 kc etc.; accepted amendment and removed application from hearing docket.

KRKD Los Angeles—Granted petition to amend application for mod. license to specify 5 kw-D 1 kw-N instead of 2.5 kw DN, specify new trans. site etc.; accepted amendment and removed from hearing docket.

Robert E. Liverance, Gaffney, S. C.—Granted petition to dismiss without prejudice application for new station 1170 kc 250 w D.

Cherokee Radio Co., Gaffney, S. C.—On Commission's own motion, removed from hearing docket application for new station.

WILS Lansing, Mich.—Granted petition for leave to amend application to specify 1320 kc 1 kw D instead of 1240 kc 250 w unl. etc.; accepted amendment and removed application from hearing docket.

KERN Bakersfield, Calif.—Granted petition for leave to amend application to add additional engineering data relative to population in Bakersfield area; accepted amendment.

WNEW New York—Granted petition for waiver of Sec. 1.387 of Commission's Rules and late acceptance of petitioner's written appearance in re applications of WDGY and WCAR.

WKJB Mayaguez, P. R.—Granted petition for leave to amend application to specify 710 kc instead of 1190 kc etc.; accepted amendment and removed application from hearing docket.

Martinez-Rodriguez Bcstg. Co., San Juan, P. R.—On Commission's own motion removed application from hearing docket.

Coast Radio Bcstg. Corp., Los Angeles—Granted petition requesting reopening of record in proceedings in Dockets 7694, 7695, 7817, 7962, 7973, for purpose of accepting into evidence an amendment to its state authorization to issue securities.

Keystone Bcstg. Corp., Harrisburg; York Bcstg. Co., York, and Reading Bcstg. Co., Reading, Pa.—Granted petition to continue hearing upon applications for FM stations; continued hearing to Oct. 13, 1947.

The Patriot Co., Harrisburg, Pa.—Granted petition for leave to amend application to change Paragraph 8 to show that capital stock is now 100% held by Edwin F. Russell, and to show new officers and directors; accepted amendment.

WERC Erie, Pa.—Granted petition for continuance in hearing in proceeding upon show cause order of applications of WERC and application of WLEU; continued hearing on these applications to Oct. 15, 1947.

BY A BOARD

The Litchfield County Radio Corp., Torrington, Conn.—Denied petition requesting (1) that Commission issue subpoenas to appropriate telephone and telegraph companies and to Louis Lasaponara, and Joseph Schifini (stockholder in Torrington Bcstg Co. Inc.), relative to communications between Schifini and Lasaponara; (2) that application of Louis Lasaponara tr/as The New City Bcstg Co. be retained on hearing docket on issues of good faith of that applicant in filing his application; and (3) that application of Torrington Bcstg Co., Inc., be designated for further hearing on issues of possible connection between that applicant and Louis Lasaponara.

September 5 Applications . . .

ACCEPTED FOR FILING

Assignment of Licenses

KINY Juneau, Alaska—Voluntary assignment of license to William J. Wagner tr/as Alaska Bcstg. Co.

KTKN Ketchikan, Alaska—Voluntary assignment of license to William J. Wagner tr/as Alaska Bcstg Co.

KKIN Visalia, Calif.—Voluntary assignment of license to KKIN Inc.

Transfer of Control

WDHL Bradenton, Fla. — Voluntary transfer of control of licensee corporation from N. A. Perry Jr., Joe E. Foster and Stella S. Foster to Wabash Bcstg Co. Inc. (170 sh. common stock, 100%).

WAAT Newark, N. J.—Involuntary transfer of control of licensee corporation from Albert H. Pollack, deceased, to Yetta Pollack, executrix of estate (133 sh. of common stock, 55%).

ACTIONS OF THE FCC

SEPTEMBER 5 TO SEPTEMBER 9

CP-construction permit	**ant.-antenna**	**cond.-condition(s)**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

Program Authority

Columbia Bcstg. System Inc., New York—Extension of authority to transmit programs to CFRB and CKAC and other stations under control of Canadian Bcstg Corp. for period beginning Sept. 15.

National Bcstg Co. Inc., New York—Extension of authority to transmit programs to CBL and CBM and other stations under control of Canadian Bcstg Corp. for period beginning Sept. 15.

National Bcstg Co. Inc, New York—Extension of authority to transmit recorded programs to all broadcast stations under control of Canadian authorities that may be heard consistently in the U. S. for period beginning Sept. 15.

Assignment of License

WFTC Kinston, N. C.—Voluntary assignment of license to WFTC Bcstg. Co. Inc.

WCOS Columbia, S. C.—Voluntary assignment of license to Radio Columbia.

Modification of CP

WPLI Jackson, Tenn.—Mod. CP which authorized new standard station for approval of trans., for approval of ant. and trans. location and to specify studio location.

WVVW Fairmont, W. Va.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to change studio location.

WKJG-FM Ft. Wayne, Ind.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WJEJ Hagerstown, Md.—Mod. CP which authorized new FM station for extension of completion date.

WSOC-FM Charlotte, N. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WSFS-FM Winston-Salem, N. C.—Mod. CP which authorized new FM station for extension of completion date.

WTFM Tiffin, Ohio—Mod CP as mod. which authorized new FM station to specify studio location, change trans. site, change type trans., make changes in ant. and change commencement and completion dates. Also voluntary assignment of CP as mod. which authorized new FM station, to Tiffin Bcstg. Co.

KPRA Portland, Ore.—Mod CP as mod. which authorized new FM station to modify type trans., make changes in ant. and change commencement and completion dates.

KTLA Hollywood, Calif.—Mod. CP which authorized new commercial television station for extension of completion date.

Earle C. Anthony, Inc., Los Angeles—Mod. CP which authorized new commercial television station for extension of completion date.

WAAM Baltimore—Mod. CP as mod. to change commencement and completion dates. Also mod. CP as mod. to change trans. location.

License for CP

KSD-TV St. Louis—License to cover CP which authorized new commercial television station.

(Continued on page 152)

See

REKOKUT

FOR THE NEWEST IN RECORDING AND TRANSCRIPTION EQUIPMENT . . . .

N. A. B. CONVENTION ATLANTIC CITY

BOOTH 48

REK-O-KUT COMPANY

146 GRAND ST., NEW YORK 13, N. Y.

Export Division: MORHAN EXPORTING CORP. 458 Broadway, New York 13, N. Y.

WELDON & CARR

CONSULTING RADIO ENGINEERS

WELDON & CARR
CONSULTING
RADIO
ENGINEERS

WASHINGTON, D. C. DALLAS, TEXAS

RA-1000—1 KW AM TRANSMITTER

RA-5—5 KW AM TRANSMITTER

RF-250—250W FM TRANSMITTER

RC-11—STUDIO CONSOLE

RPC-40 and RPS-40—CONSOLETTE and POWER SUPPLY

RV-10 and RZ-10—RELAY RACK and MOUNTED EQUIPMENT

CMS-3A—MICROWAVE SYSTEM

Famous for high fidelity, servicing accessibility, low-cost maintenance

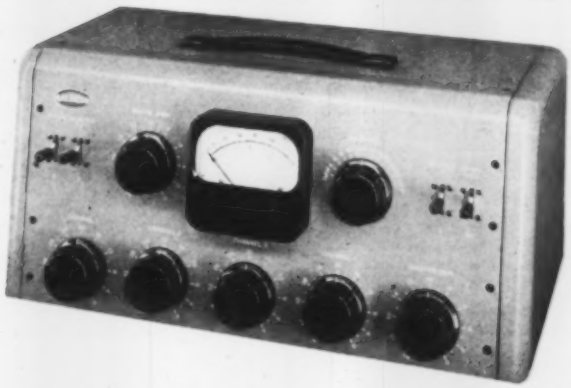
SEE THE RAYTHEON LINE AT THE SHOW

Devoted to Research and Manufacturing for the Broadcasting Industry

TALKED-ABOUT LINE OF EQUIPMENT

Now...

a 4-channel Portable Remote Amplifier
... the RAYTHEON CONSOLETTE



Here is a new portable console that fills the small station's need for a studio console, or any station's need for standby equipment or remote pick-ups. Incorporates many new and useful features, including: Four pre-amplifier channels feeding into one high-level mixer . . output of final stage fed at will into either of two lines, impedance selectable as 150 or 600 ohms . . . selective headphone monitoring of either channel. Two RPC-40's interconnected provide eight input channels feeding one or both mixers and output lines.

ON DISPLAY
AT
N.A.B. CONVENTION
Atlantic City
September 15 to 18

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Booth Nos.
1, 3, 5, 7 and 9

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division • **WALTHAM 54, MASSACHUSETTS**
Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales Offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

RAYTHEON
Excellence in Electronics

To Help Conquer CANCER

American Radio Contributed

$994,969.36

THIS LAST YEAR ALONE

And this is a most conservative figure. It represents the amount of time devoted by you to our 1947 campaign for funds —801 stations and the four nets reporting. It does not include the thousands of dollars in time given us by stations not reporting, nor does it include the grand support you are currently giving our year 'round educational campaign.

Dollars and minutes can not measure the amount of good you are doing. Lives can not be so easily appraised.

We say THANKS, our sincere THANKS, for your wonderful support. We are counting on it in the future to help us conquer cancer!

AMERICAN CANCER SOCIETY
47 BEAVER STREET
NEW YORK 4, N. Y.

JAMES S. HAUCK
National Publicity Director

WALTER KING
Director of Radio

(This ad personally sponsored by* MR. ELMER H. BOBST, *Nat'l Chairman, 1947 Campaign)

FCC Actions

(Continued from page 148)

Applications Cont.:

License Renewal

Applications for renewal of standard broadcast station license filed by: KBRC KCMO KOTA KWKW WBAT WCOA WHOM WHP WEAM WEGO WSPD.

Modification of CP

WMOB Mobile, Ala.—Mod. CP which authorized changes in ant. and mount FM ant. on top of AM ant. and change trans. location, for extension of completion date.

Assignment of License

KTYL Mesa, Ariz.—Voluntary assignment of license to Sun Valley Bcstg. Co. Inc.

Modification of CP

KGEM Oroville, Calif.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

WKLY Hartwell, Ga.—Mod. CP which authorized new standard station to change type trans.

WRMN Elgin, Ill.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

WANE Ft. Wayne, Ind.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations.

WKCT Bowling Green, Ky.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to change studio location.

WMMI Marquette, Mich.—Mod CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

WHB Kansas City, Mo.—Mod. CP as mod., which authorized change frequency, increase power, change hours, install new trans. and DA-DN, change trans. location, for extension of completion date.

License for CP

WSTS Southern Pines, N. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1360 kc

WMCK McKeesport, Pa.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WNOW York, Pa.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

KPAN Canyon, Tex.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant. and trans. location.

New Transmitter

WFAA Dallas, Tex.—CP install new trans.

WBAP Fort Worth, Tex.—CP install new trans.

License for CP

KTBB Tyler, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSAU Wausau, Wis.—Mod. CP as mod. which authorized installation of new vertical ant. with FM ant. on top and change trans. location for extension of completion date.

KNX-FM Hollywood, Calif.—Mod. CP which authorized new FM station, for extension of completion date. Also mod. CP which authorized new FM station to change frequency to Channel 266, 101.1 mc, ERP to 297 kw and make changes in ant. system.

KFAC-FM Los Angeles—Mod. CP as mod which authorized new FM station for extension of commencement and completion dates.

KFXM-FM San Bernardino, Calif.—Mod. CP, as mod., which authorized new FM station to change type trans., ERP to 10.1 kw; make changes in ant. system and change commencement and completion dates. Also mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WNHC-FM New Haven, Conn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WTAD-FM Quincy Ill.—Same.

License for CP

WCTW New Castle, Ind.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WDBQ Dubuque, Iowa—Mod. CP which authorized new FM station to change studio location, ERP to 14.7 kw; make changes in ant. and change commencement and completion dates.

WMAS-FM Springfield, Mass.—Mod. CP which authorized new FM station for extension of completion date.

WFRS Grand Rapids, Mich.—Same.

WLOL-FM Minneapolis—Same.

WFSS Long Island, N. Y.—Same.

WRPA Syracuse, N. Y.—Same.

WSRS-FM Cleveland Heights, Ohio—Same.

KYJC-FM Medford, Ore.—Mod. CP, as mod., which authorized new FM station to change type station from Class B to Class A; specify studio location, change trans. site, type trans., frequency to "To be assigned by FCC", ERP to 536 w; make changes in ant. system and change commencement and completion dates.

WFBG-FM Altoona, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WENR-TV Chicago—Mod. CP, as mod, which authorized new commercial television station for extension of completion date.

WTMJ-TV Milwaukee — Mod. CP which authorized new commercial television station for extension of completion date.

Albuquerque Bcstg. Co., Albuquerque, N. M.—Mod. CP which authorized new experimental television relay station W5XPH for extension of commencement and completion dates.

WRGB Schenectady, N. Y.—Mod. CP change type trans. and change commencement and completion dates.

Remote Pickup

Radiohio Inc., Columbus, Ohio—CP new remote pickup station on 152-162 mc, 50 w, emission A3 and hours in accordance with Sec. 4.403.

License Renewal

Applications for renewal of standard broadcast station license filed by: KBWD KELA KIDO KIMA KSLM KTJS WACO WBRY WFEA WHEC WRDW.

TENDERED FOR FILING

Modification of CP

Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Mod. CP which authorized new station for change in trans. location.

AM—1580 kc

L. W. Andrews Inc., Davenport, Iowa—CP new standard station 1580 kc 250 w D.

AM—900 kc

Frequency Bcstg. System Inc., Monroe, La.—CP new standard station 900 kc 250 w D.

Modification of CP

KOH Reno, Nev.—Mod. CP which authorized increase in power, change type trans. and changes in DA-N, to make changes in ant. system.

AM—1230 kc

WBBZ Ponca City, Okla.—CP change frequency from 1230 to 960 kc, increase 250 w to 1 kw and install DA-DN.

Assignment of CP

WVVW Fairmont, W. Va.—Assignment of CP to Fairmont Bcstg. Co. (West Virginia corporation).

Assignment of CP

Union-Tribune Pub. Co., San Diego, Calif.—Assignment of CP for FM station to San Diego Bcstg. Co.

Transfer of Control

KUSN San Diego, Calif.—Transfer of control from J. Frank Burke to The Copley Press Inc.

(Continued on page 154)

LOOK AT OUR FAN MAIL!

We thought our neck was out a mile on a KQV mail check we made during the radio "dog days" from July 15 to August 15. But the results were much hotter than the weather! People from *177* communities in the rich Pittsburgh industrial area had dropped us a line during the month. Proof aplenty that KQV's new 5000 watt signal travels in seven league boots and delivers you a tremendously responsive audience too!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

DOING A PEACH OF A JOB

in

WESTERN COLORADO'S $5,000,000 Fruit Belt

KFXJ

GRAND JUNCTION

I KW MBS 920 KC

A mighty good buy!

10 KW FM

by

Western Electric

BECAUSE its exclusive feature, the RF Power and Impedance Monitor, gives you an accurate, direct measurement *in kilowatts* of the actual RF power fed to the antenna system and also provides a method of measuring standing wave ratio under full power output.

BECAUSE its exclusive feature, the Arc-Back Indicator, spots faulty mercury vapor rectifier tubes surely—instantly—enabling you to get back on the air in a fraction of the usual time.

BECAUSE its exclusive feature, the Frequency Watchman, keeps it on frequency at all times.

Western Electric

Distributed by GraybaR

OFFICES IN 93 PRINCIPAL CITIES

BECAUSE its exclusive Bell Laboratories' design holds inter-modulation and harmonic distortion down to a new low.

BECAUSE its exclusive feature, TRANSVIEW design, gives you striking appearance coupled with maximum visibility and accessibility.

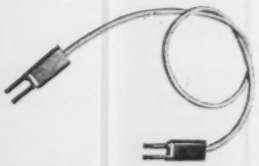
Only in 10 KW FM by *Western Electric* do you get all these outstanding features. For full details, call your local Graybar Broadcast Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

ELECTRONIC SERVICE BARGAINS

NEW COAXIAL LINE DEHYDRATORS $200

Made by Communication Products and General Electric for Navy use, can handle up to 600 ft. of 6 inch coaxial, or variable pressure to 35 lbs. per square inch; ideal for FM-AM-television. Set of spares: $22.50.



NEW WESTERN ELECTRIC PATCH CORDS

Those hard-to-get cords with 241A plugs on both ends only $5.00 each in lots of 12 or more. $6.00 singly. Either 2 or 4 foot sizes. Also 6 foot test cords with WE 241A plug and test clips, $5.00.

Four conductor, spiral four telephone wire, on quarter mile reels of 1320 feet, used but good condition, only $25.00 per reel, FOB Louisville. All copper, stranded, equal to #18 gauge, with steel shield, neoprene cover. Ideal for tower to transmitter phone line, remotes, wiring.

Western Electric 124E monitor amplifiers, 12 watts, only $75.00 each.

VU Meters, $25.00 each.

Immediate Delivery from Stock!

ELECTRONIC SERVICE CO.

431 W. JEFFERSON ST.
LOUISVILLE, KENTUCKY

FCC Actions

(Continued from Page 152)

September 8 Decisions . . .

BY THE COMMISSION

Hearing Designated

Commission announced that it will hold en banc hearing beginning Jan. 12, 1948, in matter of editorializing by broadcast stations. Issues are: (1) To determine whether expression of editorial opinions by broadcast station licensee on matters of public interest and controversy is consistent with their obligations to operate their stations in public interest and (2) To determine relationship between any such editorial expression and affirmative obligation of licensees to insure that fair and equal presentation of all sides of controversial issues is made over their facilities. Hearing was ordered by Commission Sept. 5 on its own motion in view of "widespread discussion concerning the exact meaning" of its opinion of Jan. 16, 1941, in matter of The Mayflower Bcstg. Corp., "its application to particular situations, and the desirability or undesirability of having a general policy concerning editorializing by broadcast stations". Parties interested in participating in this hearing should file notices of appearances with Commission on or before Dec. 1, 1947.

DOCKET CASE ACTIONS

AM—850 kc

Announced adoption of proposed decision and order looking toward grant of application of Thomas N. Beach to change frequency of WTNB Birmingham, Ala., from 1490 kc to 850 kc and increase power from 250 w to 1 kw-N 5 kw-D DA-N and denial of application of Johnston Bcstg. Co. for new station at Birmingham to operate on 850 kc 1 kw N, 5 kw-D DA-N.

AM—1450 kc

Announce adoption of its decision (Comrs. Hyde, Webster and Jones not participating) granting application of Cur-Nan Co. for new station at Brockton, Mass. on 1450 kc with 250 w unl. At same time Commission denied application of Bay State Beacon Inc. and Plymouth County Bcstg. Co. seeking same facilities.

September 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKAB Mobile, Ala.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1340 kc

KFRE Fresno, Calif.—Authority to determine operating power by direct measurement of ant. power.

Transfer of Control

KGIL San Fernando, Calif.—Involuntary transfer of control of permittee corporation from C.P.M. Allen, deceased, to Helen Ruth Allen, executrix of estate (1325 sh. Class B common 56.4% and 600 sh. of Class A common—22%).

Modification of CP

KYNG Idaho Falls, Ida.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

WMIX Mt. Vernon, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

WCVS Springfield, Ill.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WKJG Fort Wayne, Ind.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WTHI Terre Haute, Ind.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

New Transmitter

KRNT Des Moines, Iowa—CP install new trans.

Assignment of License

WOOD Grand Rapids, Mich.—Voluntary assignment of license to Grandwood Bcstg. Co.

Modification of CP

WSAM Saginaw, Mich.—Mod. CP which authorized changes in ant. and to change trans. location for extension of commencement and completion dates.

Acquisition of Control

KDAL Duluth, Minn.—Voluntary acquisition of control of licensee corporation to Dalton LeMasurier, (100 sh. common stock—20%).

Modification of CP

WXLT Ely, Minn.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

License for CP

WPFB Middletown, Ohio—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAVL Apollo, Pa.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

Assignment of CP

WFHR Wisconsin Rapids, Wis.—Voluntary assignment of CP and license to William F. Huffman Radio Inc.

License for CP

KRAL Rawlins, Wyo.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

KSBS Kansas City, Kan.—Voluntary assignment of CP which authorized new FM station to Sunflower Bcstg. System Inc.

Modification of CP

KSD-FM St. Louis,—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WABX Harrisburg, Pa.—Same.

WOAI-FM San Antonio, Tex.—Same.

License for CP

Albuquerque Bcstg. Co., Albuquerque, N. M.—License to cover CP which authorized new remote pickup station KNHU.

Appalachian Bcstg. Corp., Bristol, Va.—License to cover CP's which authorized new remote pickup stations WJKU WJKV.

License Renewal

Gila Bcstg. Co., Safford, Ariz.—Renewal of license for relay station KCNL.

Great Trails Bcstg. Corp., Dayton, Ohio—Same for WRDN.

Crosley Bcstg. Corp., Mason, Ohio—Renewal of special temporary experimental license W8XAL to operate 1 kw trans. on 6080 kc A0 and A1 emission for identification only, sharing time with WLWK WLWL WLWO WLWR WLWS for period ending Nov. 1, 1948.

Applications for renewal of standard broadcast station license filed by: KCBC KGNO WBIG WFCI WHK WNJR WSAN.

(Continued on page 158)

FULL COVERAGE!
...of the great RICHmond market

KEN ALLYN, POPULAR WRNL DISC-JOCKY KNOWS HOW WELL WRNL COVERS THE RICHMOND MARKET! THOUSANDS OF HAPPY HOUSEWIVES DELUGE HIM DAILY WITH FAN MAIL!... THEY LOVE THAT MAN! THEY LOVE THE PRODUCTS HE PLUGS AND ALL PRODUCTS WRNL PLUGS!
IS YOUR PRODUCT AMONG THEM?

WRNL RICHmond, Virginia
910 KC — 5 KW
EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS—SOON!

Why KDYL *Hooper Ratings are always high . . .*

KDYL local programs are built and publicized to sustain the regular network audience. Shown here is one of the painted bulletins maintained on Salt Lake's most heavily traveled streets - - - a typical example of KDYL's audience-building promotion.

FM Operation Starts September 1
Television (experimental)
Starts October 1

National Representative: John Blair & Co.

WBT is first...by fa

Day and night, 50,000-watt WBT is the *only* Carolina station that serves the entire Piedmont Section—a billion dollar market with over 2,500 factories turning out a half-billion dollars worth of goods...with 231,985 farms harvesting a half-billion dollar cotton and tobacco crop.

Within this advertisers' "Must Market," WBT is...

FIRST WITH 24.4% MORE PEOPLE Three and a half million people live and work in WBT's 50-100% BMB Daytime Audience Area. This is three-quarters of a million more people—more by 24.4%—than the total population living within the 50-100% BMB Daytime Audience Area delivered by any other radio station in North or South Carolina.

FIRST WITH 25.0% MORE RADIO FAMILIES More than a half-million families own radios in the ninety-five wealthy Piedmont counties that fall within the WBT 50-100%

...in the Carolinas

BMB Daytime Audience Area. That's 25.0% more radio families than live in the 50-100% BMB Daytime Audience Area of any competing radio station in the Carolinas!

FIRST WITH 28.5% MORE RETAIL SALES In 1946, Piedmont people rang up $1,370,390,000 in retail sales.* That's a quarter of a million more—more by 28.5%—than was spent in the 50-100% BMB Daytime Audience Area of any other Carolina station!

FIRST WITH 21.7% MORE BUYING POWER In 1946, effective buying income in WBT's 50-100% BMB Daytime Area was $2,063,993,000—21.7% more than the buying power in the 50-100% BMB Daytime Audience Area of any other station in the Carolinas!*

To be first in sales in the Carolinas, use WBT—first by far in the Carolinas. For program availabilities, call us or Radio Sales, the SPOT Broadcasting Division of CBS.

WBT Charlotte, The South's Pioneer Station

50,000 watts, CBS • Jefferson Standard Broadcasting Co. • Represented by Radio Sales, the Spot Broadcasting Division of CBS

★Sales Management Survey of Buying Power, May 1947

NOW SERVING

MUSIC-HUNGRY LISTENERS IN

OGDEN

and NORTHERN UTAH

KOPP

Daytime

1000 WATTS—730 KC

and

KOPP-FM

Fulltime

1000 WATTS—103.9 MC

Musical Menu

BREAKFAST

"The Musical Cop"

Cliff Owens serves from 7 A.M. to 9 A.M.—"biscuits" with "Honeyed" music—topped off with bowlsful of AP news, sports flashes and correct time! Cliff really "brings home the bacon!"

LUNCHEON

"Flying Discs"

Forrest Kyle gives out with the "Blue Plate Special"—everything from "soup to nuts!" A tasty 90 minute-serving guaranteed to eliminate that "after luncheon let-down!"

AFTERNOON SNACK

"Call a Cop"

Here's a tasty dish—with Ogden's popular MC—GIL HENRY—serving 135 minutes of flavorful melody—AS YOU LIKE IT!

DINNER

"At Sundown"

KOPP'S "piece de resistance"—a full course musical feast to please and delight the most discriminating listener—Light Opera to Swing—and no extra charge for dessert!

REMEMBER!

When It Comes to

DISK JOCKEYS

You'll Find the

"CREAM O' THE CROP"

on

KOPP

Represented nationally by

HOMER GRIFFITH, INC

Hollywood San Francisco Chicago

New York

FCC Actions

(*Continued from page 154*)

Applications Cont.:

TENDERED FOR FILING

AM—990 kc

Orange Empire Bcstg. Co., Redlands, Calif.—CP new standard station 990 kc 1 kw D.

Modification of CP

KLEE Houston, Tex.—Mod. CP which authorized new standard station for approval of DA-DN.

September 9 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—1490 kc

Announced final decision granting application of United Bcstg. Co. for new station at Ogden, Utah, 1490 kc 250 w unl. and denial of mutually exclusive application of Ogden Bcstg. Co. Inc.

AM—1450 kc

Announced final decision granting application of Lester R. Taylor tr/as Mid-Utah Bcstg. Co. for new station at Provo, Utah 1450 kc 250 w unl. and denial of mutually exclusive application of Dan B. Shields tr/as Utah Valley Bcstg. Co.

AM—1490 kc

Announced final decision granting application of Community Service Bcstg. Corp. of Amsterdam, N. Y. for new station 1490 kc 250 w unl. and denial of mutually exclusive application of Amsterdam Bcstrs. Inc.

AM—940 kc

Announced final decision and order denying application of Capitol Bcstg. Corp. for CP to change facilities of WISH Indianapolis from 1310 kc to 940 kc, increase power from 5 kw-D 1 kw N to 5 kw unl. and dismissing its motion for stay of proceeding and petition for comparative consideration.

BY THE SECRETARY

WCAE-FM Pittsburgh—Granted mod. CP for extension of completion date to 12-1-47.

KGKB-FM Tyler, Tex.—Same to 3-14-48.

WHTN-FM Huntington, W. Va.—Same to 12-21-47.

WSIX-FM Nashville, Tenn.—Same to 1-3-48.

WFNC-FM Fayetteville, N. C.—Same to 12-23-47.

KTML Los Angeles—Same to 12-21-47.

WDOS-FM Oneonta, N. Y.—Same to 10-22-47.

WHAV-FM Haverhill, Mass.—Same to 12-1-47.

WWDX Paterson, N. J.—Same to 12-15-47.

KTFI-FM Twin Falls, Ida.—Same to 9-30-47.

WTAX-FM Springfield, Ill.—Same to 12-20-47.

KENO-FM Las Vegas, Nev.—Same to 12-6-47.

WCNB Connersville, Ind.—Same to 11-29-47.

WJKT Johnstown, Pa.—Same to 12-20-47.

WJHL-FM Johnson City, Tenn.—Granted mod. CP to change type trans.

WHDF Houghton, Mich. — Granted mod. CP for approval of ant. and trans. location and specify studio location.

KAYS Hays, Kan.—Same.

KFAB Omaha, Neb.—Granted license to cover CP for installation of aux. trans. on 1110 kc 5 kw DA-N.

WSFA Montgomery, Ala.—Granted license to cover CP for increase in power and installation of DA-N.

KIRX Kirksville, Mo.—Granted mod. CP for change in type trans. and approval of ant., trans. and studio locations.

KRSC-TV Seattle, Wash. — Granted mod. CP for extension of completion date to 2-16-48.

WTMJ-TV Milwaukee—Same to 11-23-47.

WENR-TV Chicago—Same to 3-25-48.

The Chronicle Pub. Co., area of San Francisco—Granted mod. CP for KCPR of completion date to 3-18-48.

WARK Hagerstown, Md.—Granted license for new station 1490 kc 250 w unl.

KIMO Independence, Mo.—Granted license for new station 1510 kc 1 kw D.

KIXL Dallas, Tex.—Granted license for new station 1240 kc 1 kw D.

WFAA Dallas, Tex.—Granted CP install new trans.

WGBB Freeport, N. Y.—Granted license for installation of new vertical ant. with FM ant. on top, and ground system.

WEBJ Brewton, Ala.—Granted license for new station 1240 kc 250 w unl. and change in studio location.

WBAP Fort Worth, Tex.—Granted CP install new trans.

KRHD Duncan, Okla.—Granted CP to make changes in vertical ant., change trans. location, and specify studio location.

WLAD Danbury, Conn. — Granted mod. CP for approval of ant. and trans. location and to mount FM ant. on AM tower.

WCOU Lewiston, Me.—Granted CP install new vertical ant. and mount FM ant. on AM tower and to change trans. location.

WJPG Green Bay, Wis.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WDTV Pittsburgh—Granted mod. CP for extension of completion date to 3-14-48.

WTMJ-FM Milwaukee, Wis.—Same to 3-26-48.

WKBN-FM Youngstown, Ohio—Same to 12-21-47.

KTSJ-FM Topeka, Kan.—Same to 12-20-47.

WBIB New Haven, Conn.—Same to 3-20-48.

KTRN Wichita, Kan.—Same to 12-10-47.

Rock Island Bcstg. Co., Rock Island, Ill.—Same to 3-17-48.

KDKA-FM Pittsburgh—Same to 1-23-48.

WLET Toccoa, Ga.—Same to 11-1-47.

WPIC-FM Sharon, Pa.—Same to 12-15-47.

KIMV Hutchinson, Kan.—Same to 1-1-48.

WMRC-FM Greenville, S. C.—Same to 12-12-47.

WMFR-FM High Point, N. C.—Same to 12-15-47.

WJLK Asbury Park, N. J.—Same to 11-26-47.

KRCC Richmond, Calif.—Same to 11-30-47.

KIDO-FM Boise, Ida.—Same to 12-11-47.

WBZ-FM Boston—Same to 3-23-48.

KYFM San Antonio—Same to 3-22-48.

WBTM-FM Danville, Va.—Same to 12-22-47.

WKIL Kankakee, Ill.—Same to 10-20-47.

KOAD Omaha, Neb.—Same to 3-27-48.

WTPS-FM New Orleans—Same to 3-3-48.

WRBL Columbus, Ga.—Granted license for change in frequency, increase power, install new trans. and DA-N and change trans. location.

KDAL Duluth, Minn.—Granted license for increase in power, install new trans. and make changes in DA-N and make changes in ground system.

WTIC Hartford, Conn.—Granted license to cover installation of new trans.

WPDX Clarksburg, W. Va.—Granted license for new station 750 kc 1 kw D and to specify studio location.

WTVR Richmond, Va.—Granted mod. CP to change type visual trans. and extend completion date to 180 days after date of grant.

WDTR Detroit, Mich.—Granted mod. CP for extension of completion date to 12-18-47.

KOKU Norman, Okla.—Same to 1-1-48.

KCRW Santa Monica, Calif.—Same to 10-1-47.

KCVN Stockton, Calif.—Granted mod. CP to make changes in ant.

WFHR-FM Wisconsin Rapids, Wis.—Granted mod. CP for extension of completion date to 12-25-47.

WSOY-FM Decatur, Ill.—Same to 12-7-47.

KLTI Longview, Tex.—Same to 1-2-48.

WDBJ-FM Roanoke, Va.—Same to 1-7-48.

KVWC-FM Vernon, Tex.—Same to 9-26-47.

KXYZ-FM Houston, Tex.—Same to 11-15-47.

WMAW-FM Milwaukee, Wis.—Same to 12-8-47.

WBRE-FM Wilkes-Barre, Pa.—Same to 11-1-47.

KLX-FM Oakland, Calif.—Same to 12-5-47.

WHVA Poughkeepsie, N. Y.—Same to 12-7-47.

WTFM Lakewood, Ohio—Same to 12-30-47.

WOPT Oswego, N. Y.—Same to 1-1-48.

WPAM-FM Pottsville, Pa.—Same to 12-1-47.

KGO-FM San Francisco—Same to 3-6-48.

KVSO-FM Ardmore, Okla.—Same to 11-13-47.

(*Continued on page 160*)

National Sales

20% AHEAD

That's the proud record set for us in the first six months of 1947 by

The Bolling Company

Incorporated

our national representative. Results so noteworthy merit public acknowledgement.

WNBF Binghamton, N. Y.

WAVE

announces its new

FM STATION-

WRXW

LOUISVILLE, KY.

featuring a

NEW AND BETTER

PROGRAMMING IDEA!

WRXW, Station WAVE's new FM outlet, is now on the air and presents a type of service which heretofore has not been available in Louisville.

On WRXW, it's *good music* (in 60-to-90-minute chunks instead of 15-minute driblets)—plus sports *at the times most fans want to listen* — plus a constant flow of specialty programs, such as "Music Tells Stories" — "Words Men Live By" — "Matinee At Macauley's" — and many others.

Twenty-three hours per week of the finest classical music — at least 17½ hours of the best in light classical and popular music—sports (by WAVE's top sportscaster) a full hour before other local sports programs!

WRXW, LOUISVILLE
95.1 ON THE FM DIAL

". . . a mile high, a mile deep built on the richest hill on earth."

You've a sample of the wealth of Butte in your pocket. Whether it's copper in pennies or electrical construction, wealth from copper has made Butte first in Montana retail, wholesale and food sales.* First in effective buying income (net) for any city in Montana. KBOW, first with Butte merchants, because KBOW *sells* Butte. *Sales Management, 1947

KBOW . . . COVERS THIS GREATEST MINING CAMP EVER KNOWN

BUTTE in the "Treasure State" MONTANA

CBS

Represented by DON COOKE • GENE GRANT

FOUR FOR ONE!

IN COVERAGE

WFRC

REIDSVILLE, NORTH CAROLINA

Affords National Advertisers coverage of FOUR markets. . . .

REIDSVILLE. . . . GREENSBORO. . . . BURLINGTON and DANVILLE, VA. FOR THE PRICE OF ONE. . . . in the great tobacco market of North Carolina. . .

FOUR IN ONE!

IN PROGRAMMING

WFRC features News. . . Music. . . Sports and Local interest shows combined for A-1 Listenership.

WFRC, THE INDEPENDENT VOICE OF REIDSVILLE, NORTH CAROLINA

1000 Watts Day & Nite

For Details See

DONALD COOKE INC.

NAB Reports

(Continued from page 128)

statements presented by NAB officials to the committee conducting hearings on the White Bill.

Copyright problems, both domestic and international, have been the constant subject of study, analysis and action.

Numerous other legislative matters have been considered by this office with respect to which briefs have been filed and testimony presented.

In January, 1947, the General Counsel's Office began issuing a weekly legislative digest covering federal and state legislative proposals on subjects of direct and indirect interest to radio broadcast-

Mr. PETTY

ers. The "Legislative Digest" included summaries of bills and action thereon relating to taxation, labor relations, libel and slander, copyright, lotteries and other subjects. Discontinued in August with the adjournment of Congress and the state legislatures, publication of the "Legislative Digest" will be resumed when Congress and the state legislatures convene.

Other legal matters to which the General Counsel's Office has given particular attention are those involving current ASCAP negotiations, BMB, the formation of state associations, taxation of radio, libel and slander, lotteries, the handling of political broadcasts and controversial issues, fair trade and anti-trust laws, advertising practices, labor and FCC rules, regulations and decisions, both of procedure and substance.

SPECIAL SERVICES
ARTHUR C. STRINGER

SPECIAL Services Department covers the waterfront on an assignment basis. These assignments originate with President Justin Miller and Executive Vice President A. D. Willard, Jr. Some are of a continuing nature. Others may be handled in a day or two, though this short interval does not measure time spent in preparation.

Illustrative of the latter were assignments to: teach a course at the U. of Denver, July 21-25; to open the Georgia Radio Institute at the U. of Georgia, last May; and to participate in last Novem-

(Continued on page 162)

FCC Actions

(Continued from page 158)

Decisions Cont.:

KMED-FM Medford, Ore. — Granted mod. CP for extension of completion date to 12-1-47.

KWIL-FM Albany, Ore.—Same to 11-16-47.

WTRF Bellaire, Ohio—Same to 11-22-47.

WSM-FM Nashville, Tenn.—Same to 11-10-47.

WIBX Utica, N. Y.—Same to 10-6-47.

WJLB-FM Grosse Pointe, Mich.—Same to 12-23-47.

WWST-FM Wooster, Ohio—Same to 9-18-47.

WKBZ Muskegon, Mich.—Granted request for cancellation of CP which authorized changes in ant., trans. location and install new trans. and mod. CP for extension of commencement and completion dates.

KSON San Diego, Calif.—Granted license for new station 1240 kc 250 w unl.

WCOC Meridian, Miss.—Granted license for increase in power and install new trans.

WNYC New York—Granted license install aux. trans.

WMBL Morehead City, N. C.—Granted license for new station 740 kc 1 kw D.

WCAZ Carthage, Ill.—Granted license change frequency, increase power, install new trans. and ant. and change studio and trans. locations.

WRLA Caguas, P. R.—Granted license for new station 1450 kc 250 w unl.

WPLH Huntington, W. Va.—Granted license for installation of new trans. Granted license to use old main trans. for aux. purposes with 250 w.

KSYC Yreka, Calif.—Granted license for new station 1490 kc 250 w unl.

WBBM Chicago—Granted license install new vertical ant.

WINK Fort Myers, Fla.—Granted CP install new trans.

WKVM Arecibo, P. R.—Granted mod. CP to make changes in trans. equipment and change studio location.

WLAS LaSalle, Ill.—Granted mod. CP to make changes in trans. equipment, approval of ant. and trans. location and specify studio location.

WISR Butler, Pa.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

W2XVT Passaic, N. J.—Granted mod. license to change trans. location, frequencies to temporary Channel 1, power to video 50 kw and audio 25 kw, type equipment, A5 and special emission for FM.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
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Greetings

TO THE 25th ANNUAL CONVENTION OF THE » NATIONAL ASSOCIATION OF BROADCASTERS »

WWVA salutes the N.A.B. on its Silver Anniversary Convention for a job well done; for 'fostering and promoting the development of the art of radio broadcasting, and for fostering, encouraging, and promoting regulations and practices in the best interests of the public and the radio industry'. Best wishes from a member of long-standing from out here in the heart of the steel and coal belt of the nation!

WWVA WHEELING, W. VA.

A FORT INDUSTRY STATION

50,000 WATTS SERVING 500,000 RADIO HOME

IT'S NAB TIME

We Have Reference, Of Course, to the Fact That the

NATIONAL ASSOCIATION OF BROADCASTERS

Is Holding Its Annual Convention.

We Extend Our Best Wishes for A Successful Meeting.

While we're at it, we'd like to tell you that it's always NAB time in our office. In the field of consulting engineering, we firmly believe that

NOBODY ADVISES BETTER

We admit, with pardonable pride, to a long and ever-increasing list of satisfied clients who concur in this belief. The next time you have an engineering problem that demands a sure and swift solution, let us demonstrate that

NOBODY ADVISES BETTER

HAROLD B. ROTHROCK
CONSULTING RADIO ENGINEERS
GEORGE B. BAIREY
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TELEPHONE NATIONAL 0196

NAB Reports

(Continued from page 160)

ber's meeting of the Kentucky Broadcasters Assn. in Lexington.

Assignment to the Radio News Committee has continued for more than three years. As during the two previous years, the committee places greatest reliance upon radio news clinics to improve radio news.

Station managers, as well as working newsmen, are urged to attend clinics. In many cases, improvements depend on management first accepting the idea of making an investment in personnel.

First 1947 radio news clinic was held in Salt Lake City, Jan. 16, and attended by 98 broadcasters from Colorado, Idaho, Montana, Utah and Wyoming. One hundred seventeen broadcasters from Iowa, Kansas, Missouri, Nebraska and Oklahoma participated in the Kansas City clinic, April 16. Forty-five New Jersey and New York broadcasters met in Utica, New York, on June 27, for the second annual news clinic to be held in District Two. Much progress was reported during intervening months. Highlights were: establishment of several one-man news departments; the creating of one six-man news bureau; a two-man bureau; increased regional correspondents; and more local reporters all along the line. All clinics were attended by the department director, who is also secretary of the Radio News Committee.

Mr. STRINGER

Papers prepared for presentation at the Kansas City clinic have been distributed to all stations and to holders of construction permits. They were also well received by journalism departments of colleges and universities.

The Council on Radio Journalism consists of ten members, five appointed by NAB, and five by the American Assn. of Schools and Depts. of Journalism. One of its purposes is to contribute to improvement in radio news by working directly with colleges and universities.

News Internships

During 1947 the council continued the promotion of radio news internships for qualified journalism teachers at selected station news departments. Ten internes graduated in 1945; six in 1946 and three in 1947.

During the early part of the year, studies were made of operations of three FM stations. Those distributed to the membership covered WBCA Schenectady, and WSYR-FM Syracuse. The KOZY Kansas City, study awaits addi-

(Continued on page 170)

SELL
No. 1 Market
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
IN THE SOUTH'S
No. 1 State

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION
NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

It will soon be 630 in Savannah

NEW! A complete portable recording console THE PRESTO 90-A

Here in one easily portable unit is complete amplifier equipment to produce recordings on remote assignments that equal the best recordings in permanent installations.

Presto 90-A has 3 low-level input channels with mixers, master gain control and variable high and low frequency equalizers.

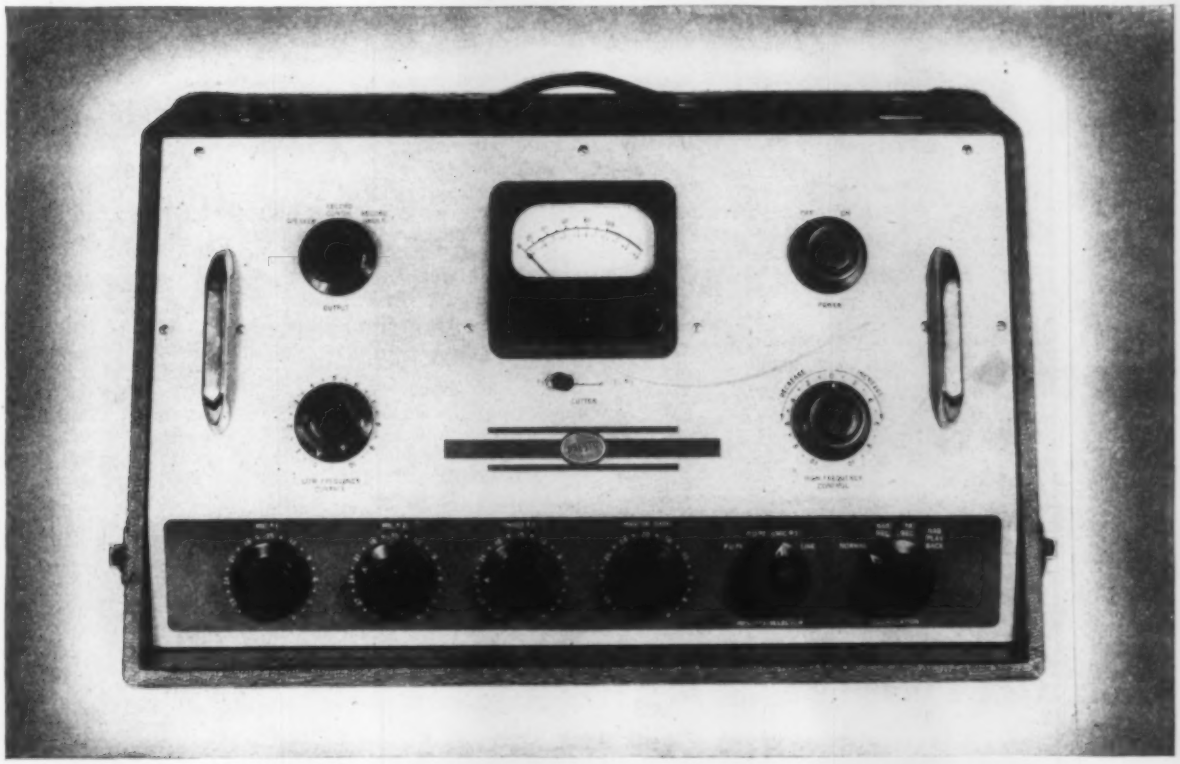
It has four fixed characteristics: flat between 30 and 15,000 CPS...NAB recording...78 r. p. m. recording...playback complimenting NAB recording.

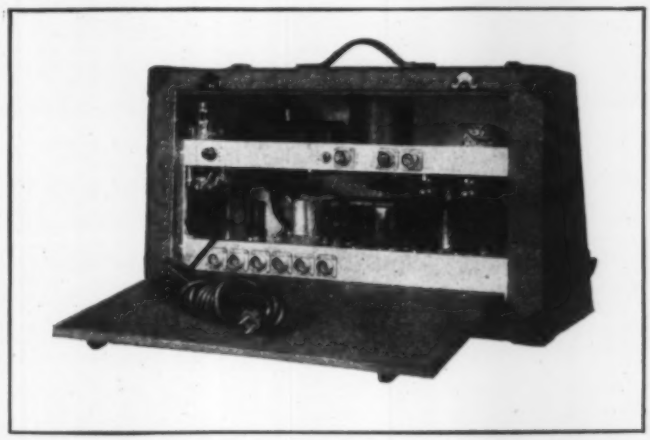
Other features include: line input and output, V.U. meter, switching for one or two recorders, over-all gain—115 db, power —10 watts undistorted.

In quality of parts and workmanship and in flexibility of operation, the Presto 90-A is the equal of the finest studio equipment.

Presto engineers are proud to present this new recording console as a forward step in recording equipment.

Immediate delivery can be made from stock.





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Winner's Circle
KWKW's Kilowatt Kolt symbolizes the attention-getting programming and sales-pulling power of this alert station serving America's third richest market.
Advertisers who want their product in the winner's circle regularly can rest easily with their dollars riding on the nose of KWKW's Kilowatt Kolt.
Represented nationally by Forjoe & Company.
Wm. J. Beaton, Gen. Mgr.
SOUTHERN CALIFORNIA BROADCASTING COMPANY
KWKW
PASADENA LOS ANGELES
1430 KC 1000 WATTS

Video Needs No Subsidies, Nicholas Says As Farnsworth Offers Table Model Sets

"TELEVISION is on the right path," E. A. Nicholas, president, Farnsworth Television & Radio Corp., declared last week at a distributor-dealer luncheon in New York and a similar affair in Philadelphia. Meetings were held to announce introduction of the first Farnsworth television receivers into those markets.

With obvious reference to the assertions of Eugene McDonald, president of Zenith Radio Corp., that television cannot succeed economically without some payment for programs on the part of the public, Mr. Nicholas declared that television "needs no artificial scheme to make it click."

"It needs no subsidies that are not a part of the tradition of broadcasting as established by radio," he continued. "It needs only to continue to grow as it is growing. It needs only more receivers in more homes and more telecasters in more cities, and that is exactly what it is getting."

Mr. Nicholas pointed out that there are some 75,000 video receivers in operation, more than half of them in the New York area, that September production will approach 30,000 sets and that the figure is increasing monthly.

"Assuming, conservatively, that five persons view programs over each home receiver—and this does not include the large audiences in public places—it is obvious," he stated, "that the viewing audience will total at least a million persons by the end of this year . . . television will have gone a long way toward attaining its economic maturity."

Set Compact

The table model set, first in the Farnsworth video line to be put on sale, has a 10-inch direct-view tube housed in a cabinet of modern design. Cabinet is only 16 inches wide, 18 inches high at the front tapering to 13 inches at the back, and 22 inches deep, said to be the most compact video set yet developed. Instrument is priced at $349.50. Installation fees have been set at $45 including a 90-day service guarantee, or $65 for installation plus service for one year.

Set contains 22 tubes, including two rectifiers and a visitron picture tube. An exclusive feature stressed by Farnsworth executives is the electronic beam relaxer, said to replace several tubes, to simplify electrical circuit design and to permit more economical receiver operation.

Following the "kick-off" meetings on Monday, sets went on sale Tuesday, with full-page newspaper ads in both New York and Philadelphia Tuesday and Wednesday announcing their availability. Most dealers had received demonstration sets in advance; others were promised them by the end of the month.

Introduction of the Farnsworth set "will be of real benefit to the early and rapid growth of television," Mr. Nicholas stated. "A popular-priced quality receiver benefits the public, the dealer, the distributor, the broadcaster, the manufacturer, and the television industry as a whole. It will be a real factor in the speeding up of television's contribution to our national economy.

"To the television broadcaster, moderately-priced receivers mean more circulation—that is, widening distribution of receivers in more and more homes and public places. The economic progress of the broadcaster depends in large part upon this circulation. Broadcaster progress means more and better programs, and this in turn, of course, stimulates still wider public interest in television—and television receivers."

New Shreveport Outlet Has Experienced Staff

WITH A STAFF of 20 experienced radio personnel, KENT Shreveport, La., went on the air last month and is now operating 20 hours daily. The full-time 1 kw Mutual affiliate is owned by Frank J. Ford and his son, Frank Ford Jr. Mr. Ford senior for two years was business manager of KTBS Shreveport. His son, an ex-Army captain, was formerly a salesman with KPDR Alexandria, La.

Tod Branson, former news and special events director of WTOD Toledo, is program director. Frank Ford Jr. is commercial manager. Chief engineer is Charles Mathes, with experience as chief engineer with stations in the Ark-La-Tex area. Muriel Smith, formerly of KWKH Shreveport, handles traffic department.

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest Half-Hour Radio Show Is Available

●

It's The Joe Hernandez Show

Currently Under Sponsorship in Los Angeles by Marshall & Clampett Plymouth & De Soto

1. The Highest Hooper, six nights weekly, of any like show in radio!
2. Biggest mail pull in the history of local radio, 56,000 letters in five weeks!
3. More than 1,000,000 listeners nightly, of which 68% are families, homemakers, etc.

The entire Pacific Coast, with the exception of the Los Angeles market, is immediately available.

●

THE JOE HERNANDEZ AGENCY

954 So. La Brea St.
Los Angeles 36, Calif.

SIMPLE QUIZ *for* TIME BUYERS

When does 51,989 = 1300?

Screwy arithmetic? Not by a country mile!

Because when WFBR made a single announcement that a few tickets were available for its live shows over Baltimore's most popular afternoon program—Club 1300—51,989 requests came deluging in!

Phenomenal? Well—we leave the adjectives to you.

Club 1300—Baltimore's number one live show in afternoon popularity is, of course, a WFBR production. Live shows are a long standing policy of WFBR. Only at WFBR do Baltimoreans get the thrill of live radio. Not just a spot on the dial, not just steel towers, but RADIO CENTRE, where Baltimoreans come for the visual glamour, the personalities, the personal participation in pulsating, breathing, LIVE radio.

So, naturally, when you buy WFBR you buy loyalty that means more listeners and quicker action. (51,989 responses to a single announcement—that's ACTION. An average Club 1300 Hooper of 13.6—that's LOYALTY).

So if it's *Club* 1300, it equals 51,989. If it's WFBR—it equals SALES.

WFBR—BALTIMORE

ABC—5000 WATTS—AND 1,200,000 LISTENER FRIENDS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

Biggest and Best Summer in our more than 21 years. We're fit and ready for the big NBC Parade of Stars -- and a knockout local schedule.
But we are never too busy to talk to YOU.

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

EDDIE CHASE and his MAKE BELIEVE BALLROOM

Music Sells

IN THE DETROIT AREA

when Eddie Chase spins the platters!

ADAM J. YOUNG, JR., INC. Natl. Rep.

CKLW

Canadian Rep. H. N. STOVIN & Company

J. E. Campeau, Managing Director

Guardian Bldg., Detroit 26 • Mutual Broadcasting System

Stein Leaving FCC To Open Law Office

He Will Specialize in Common Carrier Matters and Radio

ABE L. STEIN, of FCC's law department, resigned effective last Friday to open law offices in Washington and Chicago.

He will specialize in radio and common carrier matters, and also will teach a course in FCC radio regulation at Southeastern U., Washington, D. C. Washington offices are in the Earle Bldg., 13th and E, N. W., telephone National 6515. Chicago offices are at 1 N. LaSalle St., telephone Randolph 1481.

Mr. Stein

Mr. Stein served with FCC for approximately five years. He joined the agency when it was organized in 1934, working primarily in the telephone field. He resigned in early 1937 to join the Illinois Commerce Commission, later served as assistant attorney general of Illinois, and in late 1940 resumed private law practice which he had started in Chicago in 1933-34.

Served in Army

He returned to Washington in January 1942 as a member of the OPA legal department where he served until he entered the Army the following December. He rejoined OPA upon his discharge from military service in March 1943, transferring back to FCC in February 1944.

Upon his return to the Commission he was assigned to the Common Carrier Division, where, during the war, one of his assignments was to obtain wire channels for radio stations in connection with the war effort. In late 1945 he was assigned to broadcast hearing work, and since then has served as examiner or Commission counsel in a large number of broadcast cases. These include the current battle between WOWO Fort Wayne and WLIB New York over fulltime use of 1190 kc, which took 25 days to hear and which has not yet been decided by the Commission.

Mr. Stein, a native of Eveleth, Minn., received his AB degree from the U. of Wisconsin in 1927 and his LL.B. from Harvard Law School in 1930. Between high school and college he was engaged in general business for four years.

WKBN-FM Goes on Air

WKBN-FM YOUNGSTOWN, Ohio last week announced it has gone on the air with the first regular FM program in that town. WKBN-FM broadcasts on 98.9 mc. Musical programming for the new station is under supervision of Hal Graves, WKBN musical director.

Man Bites Dog

TELAMERICA Inc., Chicago producer of film for television, is completing plans to produce a full-length movie for theatre distribution. The play, "Devilsfoot," has been purchased from a New York producer. According to Al Griffin, firm's president, the picture will be produced at a cost under $100,000, with the film capable of being edited to a 30-minute video version. Picture will be shot in Hollywood, and instead of "name" stars, concentration will be on top-notch director. He will get 5% of gross receipts from the film.

KCMO NOW MOVED UP TO 50 KW, ON 810 KC

KCMO Kansas City last Tuesday, Sept. 9, increased its power to 50 kw, and changed frequency to 810 kc. Station has been operating on 1480 kc, 5 kw fulltime. Owned by Tom L. Evans, C. C. Payne and Lester E. Cox, the station was incorporated in June 1936, with a power of 100 w.

Tower is on a 160-acre tract at Nashua, Mo., in Clay County. Completion of the towers and building and the installation of the transmitter have been completed for several months but time was necessary to complete equipment tests.

E. K. Hartenbower is general manager of the station, which is the basic ABC outlet in the area. He joined the station in 1944, coming from the position of sales manager for the Central Division of ABC in Chicago.

RCA Dividend

DIVIDEND of 87½c per share was declared by RCA, following board meeting in New York Sept. 5, on outstanding shares $3.50 cumulative first preferred stock for period July 1, 1947, to Sept. 30. Dividend is payable Oct. 1 to holders of record Sept. 15.

First WITH THE MARKETING NEWS

Advertising Age

The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

"~~One~~ Picture Is Worth ~~A Thousand Words~~"

THINGS are happening in the Columbus, Georgia Market. When you look at Columbus, you're looking at the THIRD LARGEST METROPOLITAN AREA in Georgia.

Take the figures, for instance . . . . (*)

POPULATION ESTIMATES, January 1947

Columbus METROPOLITAN AREA 159,800

Families 42,100

In ADDITION—WRBL covers Fort Benning, just seven miles away, with its 25,000 people.

1946 RETAIL SALES (estimated)

Columbus METROPOLITAN AREA . . $71,132,000

YES! WRBL with its increased power is in a RICH METROPOLITAN AREA!

(*) —SOURCE, Sales Management Survey of Buying Power

For nearly 20 YEARS, thousands of families have tuned to WRBL for News, Entertainment and Community leadership. This loyal audience, built up thru the years, is now expanded into a considerably wider circle of radio homes—ready-made, "tailored-to-listen" WRBL audience. With new, greater power—WRBL offers the key to low-cost selling in the Columbus, Georgia market.

WRBL

COLUMBUS, GEORGIA

5000 WATTS

CBS

Nationally Represented by GEORGE P. HOLLINGBERY CO. • Atlanta • Chicago • New York • Los Angeles • San Francisco

We'll Be Seeing You
At The Convention!

CHARLESTON WEST VIRGINIA

Covering the State's Largest Trading Area

WCAW

Charleston's News, Music & Sports Station

Garland F. Wilkinson
President

Joseph J. Herget
General Manager

Represented Nationally
by
Universal Radio Sales

PS: Ask us about the "Tommy Dorsey Show" on WCAW

An Antennae Problem?

FM
AM-FM Combinations
Impedance Measurements
Field Intensity

AM
Directional
Antenna Design
Proof of Performance
Special Studies

SPECIALIZING IN ANTENNA PROBLEMS

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
1011 NEW HAMPSHIRE AVE., N. W. WASH. D. C.
REPUBLIC 6646

Tsk, Tsk, Earl

EVER HEAR of a "board sawyer"? Boston-bred announcer Earl Hill, now with WDEV Waterbury, Vt. hadn't heard of it either, but then he hasn't heard of many of the farm implements he glibly discusses on the WDEV farm programs. So when a woman wished to run an ad on the air for a board sawyer, Mr. Hill's ad lib went something like this: "Mrs. . . . is in urgent need for the immediate use of a board sawyer. Old or new. Makes no difference, as long as it's in reasonably good workable condition. If you have one lying about your farm, possibly in a neglected corner of the barn or in the workshed, clean and oil it up, and contact Mrs. . . . Why let your idle board sawyer get rusty and deteriorate when you can turn it into cash?" A few minutes later, Lloyd Squier, owner and general manager, informed Mr. Hill that a board sawyer is not a beat up old tool, but the gent who operates the contraption.

New Video Package Firm Is Formed in Philadelphia

A NEW television packaging organization, Jawer Television Productions, has been formed, with offices located at 515-16 Real Estate Trust Bldg., Philadelphia. The firm offers television program production and consultation service for advertisers, agencies and stations.

Robert Jawer, former production assistant to Irwin A. Shane, publisher of *Televiser* magazine, is executive director of the firm. Paul Knight, former program manager of WPTZ Philadelphia, Philco video station, is director.

A. Vance Hallack, former producer-director of WGR-WBKB Buffalo, has been appointed associate director and script editor, and Jack Kelsey, former WHOM New York program manager and assistant radio director at Young & Rubicam, has joined Jawer as a writer.

Schmitz Leaves WD

CAPT. LEONARD G. SCHMITZ, chief of the Radio Section, War Dept. Public Relations, resigns from that post, effective Oct. 1. He is also leaving the Army on that date. A combat veteran, Capt. Schmitz was recently awarded the Bronze star for heroism in action during the Philippines campaign. He served in General MacArthur's public relations section in Manila and Tokyo, returning from Tokyo to join the War Dept. Radio Section in April 1946. He is planning to enter business for himself in Lincoln, Neb.

KWIK BURBANK TO TAKE AIR AS 250-w STATION

KWIK, new 250-w fulltime Burbank, Calif., station on 1490 kc., is scheduled to go on the air Sept. 20, according to Sam Kerner, president of Burbank Broadcasters Inc., station licensee. KWIK-FM is expected to be in operation within 30 days, he said. Studios and executive offices are located at 20 W. Burbank Blvd., Burbank.

Mr. Forbes

Mr. Kerner, Hollywood independent packager of live and transcribed shows, is station commercial manager. Paul Rickenbacher is vice president and director of national and regional sales for KWIK. He was formerly with Foote, Cone & Belding, New York, and Young & Rubicam Inc. and for six years was office manager and talent buyer of J. Walter Thompson Co., Hollywood.

Don Forbes, onetime chief announcer of CBS Hollywood and more recently co-newscaster on NBC *Richfield Reporter*, is stockholder and general manager of KWIK. Billy Gray, Hollywood night club owner, is vice president of Burbank Broadcasters Inc., and production manager. Carl Aultman, associated with Mr. Kerner in program packaging, is corporation treasurer. Al Gail, formerly CBS Hollywood news editor, heads news and special events department.

Other personnel includes Patrick H. Price and George Graham, account executives; Muriel Halpert, traffic manager; Robert H. O'Sullivan, in charge of recorded music; Eugene L. Mleczko, chief engineer.

KWIK, Western Electric-equipped, will use UP news service and Lang-Worth and Standard libraries. FM outlet will utilize a General Electric transmitter.

Preferred
by Advertising Agencies*

Your most important influence on spot time

* Preference proved by top A.B.C. agency circulation

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St. Chicago 11

STANDING UP UNDER THE TEST

① ROCHESTER (N.Y.)

Tied for 9th place among all cities in U.S.A. in the 1947 Test Market Survey!

Ranked 1st in New York and Middle Atlantic States among all cities of all sizes!

Tied for 5th place among all cities in U.S.A. in 100,000 to 500,000 population group!

* Ranked 1st in New York and Middle Atlantic States in 100,000 to 500,000 group!

② STATION WHEC

Hooperatings show more people listen to WHEC than any other Rochester Station!

This WHEC advantage holds good morning, afternoon and night—and has ever since Hooperatings were instituted in Rochester 4 years ago!

Rochester and WHEC—What a Combination for a test campaign!

Now 5,000 Watts

*SOURCE—Fourth Test Market Survey conducted by "Sales Management" magazine released Sept. 1, 1947.

THE STATION THAT COOPERATES

WHEC

CBS

ROCHESTER, N. Y.

National Representatives: J. P. McKINNEY & SON, *New York, Chicago, San Francisco*

Good News for R.P.W.U.*

*(Radio People with Ulcers)

You say your ulcers are driving you mad—especially when you (or they) are confronted by a tough promotion problem?

Relax, friend. Life can be just a pitcher of Martinis. Because W. C. (Bill) Roux has got himself a printing company. Remember how for 15 years—when he was over at NBC—he used to talk about owning a printing shop? Remember the glazed look that came into his eye, like sailors talking about—whatever sailors talk about that gives them a glazed look?

Well, it's happened. Bill is now v. p. and treas. of the Colyer Printing Company, a quality shop with a record of 30 years' service. Bill is ready to take on *your* printing and promotion assignments on the following basis: You pay for the printing, but Bill's accumulated experience and radio savvy is yours free, gratis, for nothing.

Good deal? Then telephone Humboldt 3-4150.

•

COLYER PRINTING COMPANY

Complete Printing and Advertising Service

116-132 Sussex Avenue Newark 4, N. J.

COMPLETE COVERAGE
of the GATEWAY to MEXICO
UNITED STATES
MEXICO
LAREDO
You can't completely cover this trade area without KPAB, its only primary service network outlet.
THE MUTUAL STATION
SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL *and* TSN ★

REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

PENETRATE THIS BIG, ISOLATED SECTION!

The "Gateway to Mexico," a territory consisting of more than 100,000 people, can also be a gateway to success . . . through KPAB, Laredo's only radio station; a must for complete coverage. Laredo, county seat of Webb County, has a year-'round population of 55,000.

Whatever your problem, contact us, or our agents, and learn about radio coverage that really COVERS!

Laredo Broadcasting Company has just been granted a Class B- FM Station with 10,000 watts power; another FIRST! KAIR will soon be in operation.

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

NAB Reports

(Continued from page 162)

tional data covering the first half of 1947.

Small Market Station studies, begun in 1946, have now been printed and distributed with the exception of one now at the printer.

The director has been assigned to represent NAB on several national organizations. Among federal departments services are: War Department; Navy; Treasury; and Veterans Administration. American Red Cross is included in this category since it is quasi-governmental.

Another assignment is the handling of the exposition phase of the annual NAB convention. That means acting as exposition manager for the exhibits of associate members in the Atlantic City Auditorium. Space occupied by this year's exposition is the largest in NAB history.

DEPT. OF BROADCAST ADVERTISING
FRANK E. PELLEGRIN

MR. PELLEGRIN

DURING the past year the Broadcast Advertising Department has tried to serve the sales and promotional needs of the industry on the broadest possible base, and to work towards the continued elevation of the standards of commercial broadcasting.

Meetings of the Sales Managers Executive Committee were held in Chicago Oct. 21, in Washington on Jan. 22-24, and in Atlantic City May 15-16. Principal activities were conducted through the work of subcommittees.

This Subcommittee on Sales Practices worked toward the elevation of standards in radio advertising; conducted through the NAB Research Dept. a series of studies regarding sales administration and practices, payment of commissions on talent charges to salesmen, representatives and agencies, and payment of commission on retail business to agencies. The committee also explored the problems and made recommendations regarding brokerage of time, uniform commercial definitions and terminology. It studied the broad field of multiple vs. single rates and recommended a standard definition for application of the retail rate. It also handled numerous problems as they arose involving sales practices of individual stations.

The Subcommittee on Sales Promotion has been actively cooperating with RMA in plans for National Radio Week, for nationwide promotion of a campaign to sell more radio sets, and for increasing the total radio tune-in. It has also directed numerous other promotion projects.

The Subcommittee on Advertising Agency Recognition Bureau worked out plans for accrediting and recognizing advertising agencies on the local level.

Problems relating to the commercial or advertising phases of television were studied by the Television Subcommittee. The subcommittee cooperated actively with NRDGA, conducted a survey of all advertisers using the television medium, and its chairman participated in seminars on Television Advertising and Television for Retailers.

The Subcommittee on Agency Billing Practices completed its special assignment of investigating

(Continued on page 172)

News

WILLIAM DOWDELL, former news editor at WLW Cincinnati and later radio news consultant for INS, has been named Rome correspondent for ABC. Mr. Dowdell went to Italy in August as assistant managing editor of the Rome Daily American.

STAN MATLOCK, writer with WCKY Cincinnati, has been appointed as a newscaster on that station.

STAN WEILER, former freelancer, has joined CHAT Medicine Hat, Alta., as local and district news supervisor.

DICK OLDS, newscaster at WSTV Steubenville, Ohio, has resigned to join a new station in Parkersburg, W. Va.

GRENVILLE SEIBELS, news editor of WIS Columbia, S. C., is the father of a boy.

New!

ACOUSTICAL PAINT

For any Acoustical Tile

WILL NOT IMPAIR ACOUSTICAL PROPERTIES

Write for Information

Heerwagen Acoustic Decoration Co.

P. O. BOX 4491, MEMPHIS, TENN.

Whom do you Reach when you buy WOWO ?

CITY PEOPLE? Yes indeed . . more than 100,000 in Fort Wayne alone! Yet Fort Wayne represents only 5.8% of WOWO's audience. Another 15.3% live in 9 cities with populations ranging from 25,000 to 100,000.

PEOPLE IN BIG TOWNS? Certainly! You get coverage of 45 towns (population ranging from 5,000 to 25,000) in Indiana, Ohio, and Michigan . . representing 29.9% of the WOWO market.

PEOPLE IN LITTLE TOWNS? Absolutely! You reach listeners in approximately 500 towns with populations of less than 5,000. Here live another 29.3% of people in the WOWO area.

PEOPLE ON THE FARM? More than *half a million* . . or 25.4% of the WOWO market! And what farms, too! 89.3% have radios—as compared to a national farm average of 76%.

WOWO's signal reaches listeners in a market of *two million people*—a market more populous than the trading area of Cleveland or of Cincinnati! If you want to sell people in the heart of the Midwest . . people in cities, towns, and farms . . start selling now on WOWO, Indiana's most powerful station. ABC affiliate. For availabilities, see NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc • KYW KDKA KEX WBZ WBZA WOWO

National Representatives, NBC Spot Sales—except for KEX. For KEX, Free & Peters.

BAHA'I

The Coming of World Religion

5.

PROPHETIC RELIGION was renewed by the spirit working through the Bab. His mission was to revitalize the dim hope of ancient faiths that justice will prevail on earth and that nations will learn to live together in peace.

He himself, the Bab declared, was but the herald preparing the way for the one promised by religion of old—the One who in the authority laid upon him by God would summon nations to unity under divine law.

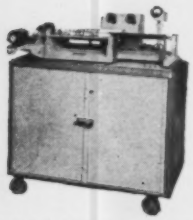
Slain, the Bab left behind him a company of consecrated souls, cherishing the pure flame he had enkindled. They were prepared to recognize Baha'u'llah when he made himself known in 1863.

Baha'i literature free on request.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

FACSIMILE FACTS

A reality NOW!



ALDEN SCANNER

Wheel it in, plug it in. Be on the air the same day.

Why wait?

Alden Facsimile Equipment is in operation. It is thought through, tooled and jigged for mass production. We are manufacturing not theorizing. Install this equipment and do your own learning and experimenting. Request: "Facsimile Brown Book."

IN OPERATION AT THE SHOW

Alden PRODUCTS CO.
117 N Main St. Brockton, Mass.

NAB Reports

(Continued from page 170)

the various billing practices of advertising agencies and stations.

The Joske Advisory Subcommittee completed earlier in the year supervising the publication of "Radio for Retailers," a report on the two-year study of radio advertising for retailers conducted by the NAB in cooperation with Joske's of Texas and the San Antonio radio stations.

New Retail Projects

The Retail Advisory Subcommittee undertook to study how the NAB might further its work with retail advertisers. It reported on the desirability of establishing a permanent retail research bureau within the NAB, and developed additional plans for active cooperation with NRDGA and numerous other retail groups.

The Subcommittee on Spot Broadcasting completed its special assignment of studying the reasons for some of the confusion arising from varied uses of the word "spot" and submitted its recommendations to the Executive Committee. This study led to the establishment of a special Subcommittee on Industry Presentation. The project of making a thorough analysis of radio's present competitive position and the need for an overall sales promotion campaign for the industry, was assigned to this group. The project is to include a study of the form such a presentation should take, as well as methods, costs and possible means of financing.

The Sales Promotion Section of the Broadcast Advertising Dept. headed by Assistant Director Hugh M. Higgins, has emphasized the preparation and distribution of sales aid material designed to increase the use and effectiveness of radio advertising.

The increase in the number of broadcasting stations, the growing dimension of the buyers' market and the business recession in some lines were expected to reduce the average station's potential revenue. Consequently, all NAB sales aids were planned to help create a high sales volume for the station and greater effectiveness for the advertiser.

Work was begun on a series of speeches about advertising and radio, suitable for delivery by station personnel before various types of audiences. The first speech of the series was distributed in August.

Material descriptive of radio's ability to produce results for various type advertisers was sent regularly to various associations. Some of this work resulted in specific campaigns for radio, such as the transcription series furnished its members for local sponsorship by the American Bankers Assn. The series is now in its second year with almost 100% renewals by original sponsors, in addition to new advertisers.

The section has worked closely with the RMA committees on advertising and promotion in connection with the "Radio for Everyone — Everywhere" and "National Radio Week" campaigns.

The section arranged 16mm sound film showings of the three NAB films, "Air Force and the Retailer," "America Takes to the Air," and "Why Radio Works," at many stations throughout the U. S.

In the past year the retailing business has gone through a transition to a buyer's market and has returned to its normal highly competitive state. During this time it has been the objective of the Retail Section, headed by Assistant Director Lee Hart, to help broadcasters and retailers solve specific retail sales promotion problems. To this end the department has concentrated on down-to-earth projects, releases and services. These have emphasized radio's capacity to do a *combined* item and institutional advertising job at one time, and the fact that this job can be measured in terms of long range sales as well as in terms of items sold.

This section completed its work on "Radio for Retailers," distributing a chapter on "Copy," a chapter on "Programs," an addition to the chapter on "Results," and pertinent appendices.

New Service

A new Retail Advertising Service for NAB members was begun. Miss Hart has visited many cities on an invitation and travel expense basis.

Services on these trips have included speeches to meetings of retailers or advertising clubs, round-table conferences with radio station personnel, and consultation with individual advertisers. Expenses of this service have been defrayed by the participating stations.

This section has cooperated closely throughout the year with the National Retail Dry Goods Assn. The first annual contest to select the best radio programs sponsored by retailers was held at the NRDGA convention in January. A half-day radio panel was arranged for that program. A library of prize-winning transcriptions and scripts was established in NRDGA headquarters. Four of the winners then comprised a panel for a half-day discussion of radio at the NRDGA Sales Promotion convention held in June.

A personal consultation service has been made available at cost to retail advertisers.

Speeches on special topics have been given to numerous audiences ranging from the Allied Stores Corp. Advertising Clinic to the Assn. of Women Broadcasters Convention.

A three-point plan was developed for making radio more effective for retailers. Because of the success reported to date in its application by various stations, it will be the basis for future study and releases.

A library service has been maintained by this section, available without charge to NAB members, consisting of selected transcriptions of successful programs sponsored by retailers. Scripts and sample commercials are also furnished.

Aids for Small Stations

The Small Market Stations Section, headed by Assistant Director J. Allen Brown, has continued to render special services to stations of less than 5,000 w power in cities of 50,000 population and under.

This work is coordinated with the NAB Small Market Stations Executive Committee.

Booklet on "How to Get More National Spot Business for Small Stations" was distributed to the NAB membership in January. All stations receiving construction permits, regardless of size, were sent information on "NAB Services to Member Stations" with an invitation to join the NAB. Many applications have been received through this office and turned over to the Secretary-Treasurer.

This section compiled a list of the many station aids available to members from all of the NAB departments. An order blank of "NAB Station Aids to Small Stations" was distributed at all District and

(Continued on page 176)

KSFO SAN FRANCISCO
560

MUSIC PAYS OFF

Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

NO industry can be greater than the integrity of the men directing it. This is especially true of the broadcasting business where public confidence is a requisite for success.

Through the years since 1925 when KVOO was established, integrity has been the keystone upon which all of our operations have been built. Integrity in every action is the fair price we shall continue to pay in the years to come to maintain our respected place in the hearts of our listeners.

NBC AFFILIATE

Edward Petry & Co., Inc. . . . National Representatives

A Salute from

ABC's Voice in the

Historic Wyoming Valley

WILK

Wilkes-Barre

Located in the Heart of the Anthracite Region

3rd Largest Market In Pennsylvania

Represented Nationally by

ADAM J. YOUNG, JR., Inc.

New York Chicago San Francisco

CARL BLUME, former promotion head of Western Airlines, has joined ABC "Breakfast In Hollywood" staff in similar capacity.

BILL TUSHER, ABC Hollywood publicist, is the father of boy born in Los Angeles Sept. 3.

MARION ABDOU, member of publicity staff of KDKA Pittsburgh, and Edward Paul, employe of Westinghouse Electric Corp., Pittsburgh, were married Sept. 6.

Promotes Fashion Week

STATIONS of New Orleans joined facilities Sept. 8-15 in united promotion of Fall Fashion Week designated by New Orleans Assn. of Commerce. Fashion Week activities were started with a radio show from the Roosevelt Hotel featuring Mary Curtis Studor, nationally-known fashion expert who served during the week as the "Voice of Fashion." Program was aired simultaneously over WWL WNOE WTPS and was recorded for later broadcast by WDSU. During the week, more than 30 special fashion programs were broadcast over the four stations and WSMB. Programs outlined position which New Orleans occupies in world of fashion and discussed new fall fashions. WTPS sponsored a fashion clinic and forum as late feature of the week.

KABC Promotes Sponsors

WINDOW displays have been installed in downtown San Antonio by KABC that city, to promote two KABC sponsors; the Braniff International Airways, and Kellogg's breakfast foods. First is a large window which carries the theme "Fly Back to School via Braniff," and is built around a background of 35 pennants from leading colleges along the Braniff route, with the center panel emphasizing the Braniff advertising schedule over KABC. Kellogg showcard encourages passerby to "Listen to —Tom Breneman's Hilarious 'Breakfast in Hollywood,' and the heart-warming, homespun wisdom of 'Galen Drake'." It also features the names of the Kellogg products advertised on the program. This display is set up in 22 windows in downtown San Antonio.

PROMOTION

Video Lecture in Schools

DEMONSTRATION of use of television in class rooms was staged by WTOP Washington, Sept. 9 as a feature of the final week of the WTOP-CBS Radio Workshop, sponsored by D. C. Public Schools, WTOP and CBS. Edward Scovill, WTOP-CBS director of special events and television, lectured from studios of WTTG, DuMont Washington video station, to the 200 teachers attending the Workshop at Wilson Teachers College, two miles from the WTTG studios. Teachers saw and heard the lecture on television screens. Station predicts that children who fire paperwads at teacher will find themselves frustrated if schools make use of this new classroom technique.

FM Display

DURING the Indiana State Fair this year K. O. McGlone and Ray Dougherty represented WCSI (FM) Columbus, Ind., and attended the expansive FM display at the fair. They explained frequency modulation to the public, demonstrated sets, and distributed WCSI tearsheets, containing full information about WCSI. AM and FM sets were demonstrated and the absence of noise, static and interference on frequency modulation reception was called to the public's attention. Regularly scheduled programs of WCSI were tuned in at the Fair for the public to hear with reminders that FM means Fine Music, as well as the Future Market for the public.

CBS Kit

TYING IN with the return of International Silver Co.'s CBS "Ozzie and Harriet" program, after its summer vacation, the Columbia program promotion department has distributed a promotion kit to CBS affiliates for local promotion. Kit contains suggested newspaper advertising, local announcements, photos of the principals, etc.

Store-Wide Promotion

USING blow-ups of head shots on all artists in the "Joe Alpert's Barn Dance" weekly show over station, KLZ Denver is blanketing sponsor's clothing establishment with point-of-sale promotion aids. Carrying out a western motif, photos are individually mounted on signs made of wood-grain paper cut in irregular "plank" shape, with copy identifying each star with his own spot on the program. These are attached to arch-ways, displays and show cases at eye-level in various departments of the store.

KUSN Brochure

EIGHT-PAGE, two-color brochure has been issued by KUSN San Diego to announce its operation on a clear channel with 5000 w daytime and 1000 w night. City's growth is reported in market facts showing it to be "California's fourth great market." Folder gives details of station's programming and production facilities.

Merchandising Aid

MONTHLY merchandising aid titled "KFEL Pin-Up Sheet," is being distributed to city grocers and druggists by KFEL Denver. Designed to acquaint merchants with programs and products featured on KFEL, sheet folds to mailing size and contains a teaser picture on the outside, teaser copy on the inside page and when opened to full size shows products advertised, along with pictures of station and MBS network stars and sponsors.

WTAG House Organ

TO KEEP staff members informed of activities in departments of the station other than their own, WTAG Worcester, Mass. is distributing a six-page news sheet titled "Closed Circuit" to its staffers. New house organ is printed bi-weekly by a staff representing each department and contains features of program changes, new shows, personnel notes, etc.

Promoting Use of Peaches

COOPERATING with the Western New York Peach Growers Assn. and the Rochester Gas and Electric Corp. during the peach season, WHAM Rochester is offering free, a "Peach Pack" which includes names of association growers in neighboring counties, a detailed map showing growers locations, route numbers for easy accessibility as well as complete information on canning, freezing and serving peaches. "Peach Pack"' is offered on the 12:15 p.m. farm program over WHAM to promote the use of peaches in western New York.

KBS Brochure

KEYSTONE Broadcasting System, New York, has released a brochure to advertisers and agencies throughout the country on its "Beyond-Metropolitan" areas. Promotion piece contains a map of the U. S. listing KBS stations and explains that the beyond metropolitan area is "The World's Richest Market."

Toy Car Derby

LOCAL CONTEST to pick a Toy Car King was held by KWTO Springfield, Mo., shortly after the national Soapbox Derby competition. Contest drew a crowd of about 3,000 with 52 entrants and a bonanza of prizes donated by KWTO clients. Winner was boy who suggested the contest and enlisted the aid of KWTO. Officials of KWTO state they will give the fullest possible backing to the derby again next year.

Dave Garroway Featured

NIGHT SCENES and dark colors are used to illustrate brochure issued by WMAQ Chicago, featuring its night-time record m.c., Dave Garroway. Headed "Dave Garroway, The Stay-ups' Radio Romeo," brochure outlines format of the "11:60 Club" and some of its outstanding features. Full-page reprint of an article in the Chicago Sun is presented on inside page with cut-out photo of Mr. Garroway. Back cover consists of reproductions of various promotional articles about the show.

KBYE Market Data

MARKET DATA and coverage maps are presented in colorful folder issued by KBYE Oklahoma City. Printed in blue and red on white background, folder is prepared for filing purposes and is standard 8½ x 11 size. Blue-tone air shot of Oklahoma City decorates front cover with brief summary of the area's industry and resources presented in copy below. Two detailed coverage maps are shown on inside pages with statistics of KBYE's "pulling power." Smaller map showing principal cities covered makes up back cover.

DURING SUMMER, Ozzie and Harriet Nelson, stars of their own show on CBS, cut a quarter-hour version of that show for the U. S. Treasury series "Guest Star." Fannie Brice did a similar abbreviation of her Baby Snooks show for the Veterans Administration series, transcribed on approximately 1000 stations.

NEW YORK'S 3RD MARKET

★ Comprises the Metropolitan County Area of ALBANY-SCHENECTADY-TROY. A QUALITY market that you can cover with one GOOD station.

REPRESENTED BY

AVERY-KNODEL, INC.

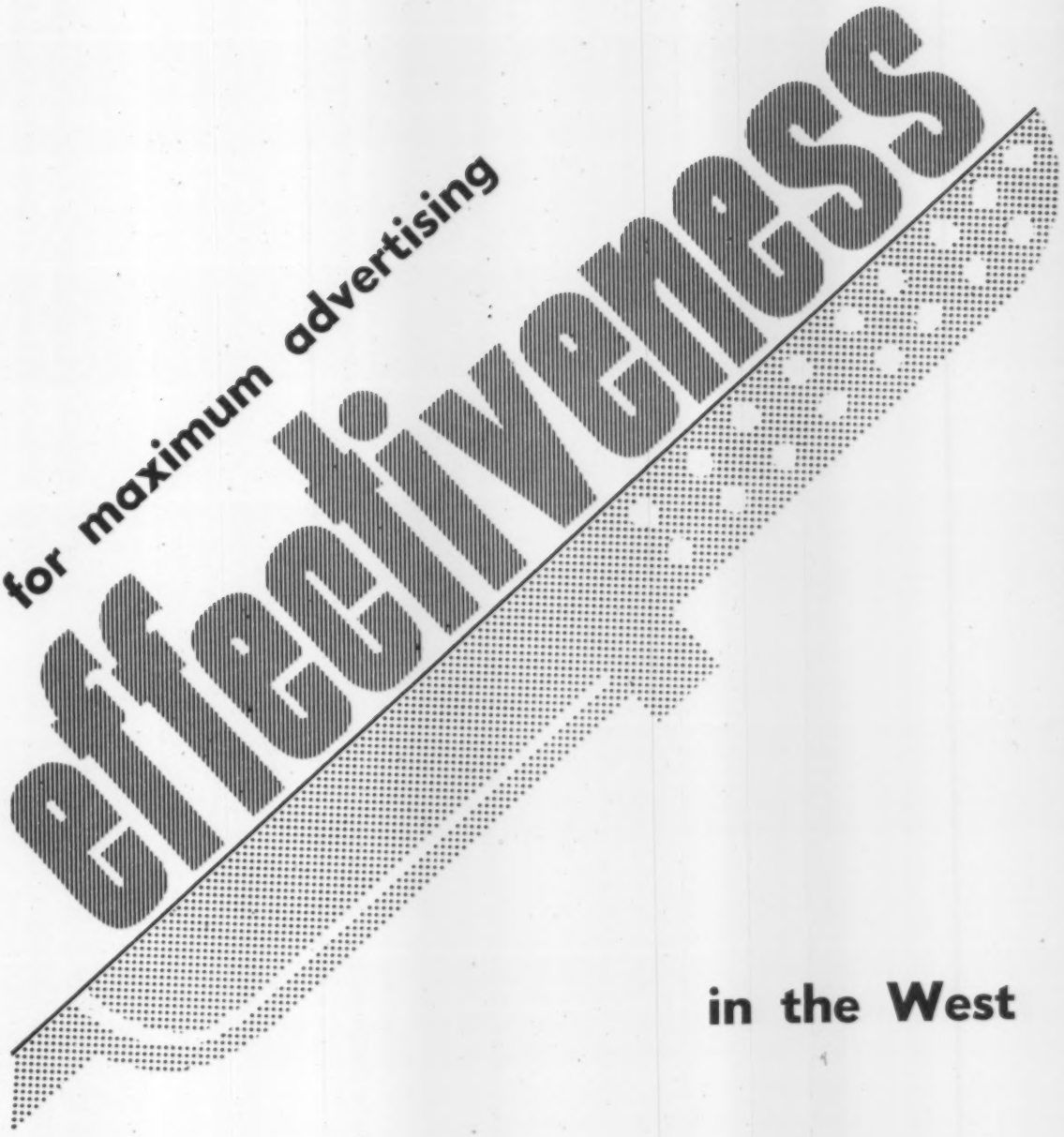
WROW

BASIC MUTUAL 5000 WATTS FIRST 590 ON THE DIAL

Going Places Fast in Idaho

KSEI

POCATELLO • IDAHO



in the West

KSL

CBS • 50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE

WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel
Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

NAB Reports

(Continued from page 172)

Area meetings during the Small Market Stations session.

This section and its Executive Committee were especially active in securing relief from the FCC on operator requirements for small stations.

A second annual survey on religious programming trends, made by small stations in NAB District 2, was released to the membership in January.

Currently underway are a survey and compilation of case histories on how radio stations have sold public relations programs to manufacturers and other institutions which do not have merchandise to sell in a strict retail sense. This information has been compiled over a period of several months and will be released to the membership at an early date.

During the past 18 months the Small Market Stations Section has pointed out the program value, prestige, and revenue to be gained by emphasizing the sale of network cooperative programs. One result of this campaign has been that in the 12-month period preceding April 1947, affiliates of one network alone showed an increase of 214 sponsored co-op programs. These affiliates were programming 513 sponsored network cooperative programs in 1946, and in 1947 increased this number to 727.

This activity has also resulted in the networks making available to affiliates for local sponsorship several new programs.

As of Aug. 1, 1947, the four major networks' affiliates were selling more than 2,000 hours per week of the cooperative type of program. This NAB and network activity has improved the over-all programming of small stations generally, and has been a prime factor in reducing the excessive use of spot announcements.

The Assistant Director has provided a consultation service on station operations to the management of hundreds of new stations. He has also written a number of NAB publications on various phases of station operation and sales.

A new NAB booklet, "Some Do's and Don'ts of Station Management," was distributed especially to aid all new stations which were granted construction permits since October of 1945. The booklet was also sent to established stations on request. "Suggestions for Emphasizing Program Sales" and "Radio Advertising in 1947" were also offered to NAB member stations.

The department has worked in close cooperation with other trade and advertising associations. All members of the department staff have given numerous talks on radio advertising during the year.

FM DEPARTMENT

A NUMBER of actions taken by the NAB Board of Directors, NAB management and by the membership, through referendum, during the past year have had the effect of materially strengthening the position of FM broadcasters within the structure of the association. The NAB membership, by a near-unanimous vote, has approved the new by-laws which call for Directors-at-Large to be elected to the NAB Board to represent frequency modulation, television and facsimile whenever the membership in any of these categories reaches a total of 25. The by-laws further provide that with respect to FM, there shall be a director for Class A stations and a director for Class B stations, subject to the required minimum membership.

Except in 1947 when the old procedure for electing directors-at-large will obtain, these new directors will be nominated and elected by that section of the membership which falls within their classification.

In June 1947, Walter Damm, chairman of the FM Executive Committee, resigned. Mr. Damm was president of FMBI at the time that members of that organization decided to associate themselves with the NAB and felt that his work of bringing the two organizations together, and establishing NAB's FM Dept. was completed. After consultation with NAB board members and others particularly interested in FM broadcasting, NAB President Justin Miller appointed Leonard Asch, of WBCA Schenectady, New York, as chairman of the FM Executive Committee.

In August Arthur Stringer, one of NAB's long-time department heads, and well known to broadcasters everywhere as an able and energetic organizer and promotion man, was elected to head the FM Dept., replacing Robert T. Bartley, resigned.

On Aug. 25, 1947, the FM Committee held its first meeting under the chairmanship of Mr. Asch.

The committee undertook to chart a policy program for the FM Dept. which would meet the requirements of FM broadcasters and, at the same time, conform to the general policies of the NAB. The committee asserted that FM is an advancement in the broadcasting art, that duplication of AM programs on FM stations is desirable and necessary to the more rapid development of the medium, and that NAB's FM Dept. should begin immediately to give its attention to the business and programming aspects of FM.

Director Stringer is undertaking a number of projects in behalf of the FM members:

Confidential and continuing study of FM rate policies, both local and national; in collaboration with NAB's Research Director, Kenneth Baker, investigate feasibility of developing a reliable and economical survey technique by which local FM broadcasters may determine the number of FM sets in their listening areas; encourage FM broadcasters to increase operating hours above the minimums required by the FCC to provide dealers with more demonstration hours and the public with as nearly a fulltime broadcasting service as possible.

KLX Oakland, Calif., has exclusive broadcasting rights to the 41-day opening meet at Golden Gate Fields, which started Sept. 9. Craig Oil Co. sponsors the daily KLX broadcasts from the track. Agency: Ruthrauff & Ryan, San Francisco.

COMPLETE APPLICATION SERVICE

SORRY!

We Cannot be with you at the Convention!

BECAUSE - - -

KOKX—KOKX-FM

1310 kc-250 watts CLASS B

KEOKUK, IOWA

KXLT 1450 KC 250 Watts **ELY, MINN.**

Are After Us to Complete Making Their Ideas Into Completed Stations

HAVE A GOOD TIME FOR US

L. W. LARRY — From the Idea to the Completed Station **ANDREWS, INC.**

1927 COLLEGE AVE. DAVENPORT, IOWA

Phones 2-7824 — 3-8504

"FROM THE IDEA TO THE COMPLETED STATION"

Program and Management Service — Primary Frequency Standards
Measurement Service — Construction Supervision and Service

★ ON MOST ★

Important advertising

desks in America

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

WAAT

New Jersey's First Station,

Welcomes the members of

N. A. B.

to Atlantic City and the Garden State,
and cordially invites you to visit the

WAAT–NEWSPAPER PUBLISHER'S
FAXIMILE SERVICE

Headquarters in Booths 122,
124 & 126 in Convention Hall

New Jersey's First in.... { AM, COMM. FM, TELEVISION, FACSIMILE

WAAT 970 ON THE DIAL

"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

WWOD

"THE VOICE THAT SELLS"

SERVING THE RICH CENTRAL SECTION of *Virginia*

LYNCHBURG'S FIRST REGIONAL STATION

AFFILIATED WITH MUTUAL
1000 WATTS • 1390 KC
JACK WELDON, Manager
Owned and Operated By
OLD DOMINION BROADCASTING COMPANY
Lynchburg, Virginia

National Representative
THE WALKER COMPANY

PROGRAMS

LISTENER-PARTICIPATION mystery program in which cash prizes are awarded listeners is aired over WGN Chicago, Mon. through Fri. 10:15-10:30 p.m. Titled "Calling All Detectives," show is sponsored by Sealey Mattress Co., Chicago and features Paul Barnes in narration of a short mystery story. At conclusion of story each night, Mr. Barnes calls some listener in Chicago area to ask a question concerning action of the story. Correct answer brings a listener a $25 cash prize. If he fails to answer the question, following night's prize is $50, with prize money continuing to mount each evening question goes unanswered. Different story is told each night.

Kiddies Show

SHOW that is strictly a kiddies affair and features amateur performances and contests by local, unpaid talent is being heard again this year over WLBR Lebanon, Pa., titled "Uncle Jerry's Kiddies' Show," program is put on before a live audience whose applause decides the winners. On the opening program "Uncle Jerry"' gave away free balloons with the sponsor's name imprinted to each kiddie attending the show. Contest was held and prizes offered to the children who blew up their balloons first, thus displaying the sponsor's advertisement. Six contestants are chosen each week and they compete for prizes such as bicycles, carriages, scooters, rings, watches, etc. Show is heard weekly Sat. 11:30 a.m. to 12 noon.

Herson Birthday Party

ANNUAL PARTY celebrating the birthday of Bill Herson, m.c. of morning "Timekeeper" program on WRC Washington, this year surpassed all previous records. Over 2500 listeners visited the studios Sept. 6 from 6 to 9 a.m. to wish Mr. Herson a happy birthday and to share the coffee and pastry which was served, courtesy of Sam Deane, Washington cafe owner and a fan of Mr. Herson. Birthday party has become an annual affair and visitors are allowed to participate in the morning program. This year Mr. Herson introduced a 10-year-old boy who read the morning weather forecast, and a couple who first met at his birthday party four years ago and were married soon after. "Timekeeper" program is heard on WRC Mon.-Sat. 6-9 a.m.

WIOD Features

PROGRAM designed for the vocational farmer as well as the amateur home gardener is heard Mon. thru Fri. at 12:40 p.m. and Sat. 12:00-12:15 p.m. over WIOD Miami. Show features vital developments and newest methods in farming as they affect all growers in south Florida region. Another new show heard over WIOD is titled "State Report," featuring J. Kenneth Ballinger reporting the outstanding news of the week as seen from the capitol. This show is aired Sat. 8:30-8:45 a.m.

'Periscope'

BASED on the Periscope feature in Newsweek Magazine, new series titled "Periscope" is heard over WOR New York, Sun. from 7:45 to 8 p.m. Program stresses exclusive behind-the-news items of national and international significance in politics, labor, business, the arts and other fields.

Surprise Visit to Listeners

SURPRISE visits to the homes of listeners are made by Gretchen Thomas, hostess of the "Modern Woman" show heard over WTAG Worcester, Mass., as new feature of the show. Miss Thomas pays weekly visits to members of her audience and broadcasts her 3:45 p.m. quarter hour program from the living room of the listener's home. Listener is presented a bouquet of flowers and takes part in the broadcast.

KEEN Interviews

IN SUPPORT of San Jose Opera Guild, KEEN San Jose, Calif., is running five interviews weekly with members of cast and presenting transcribed versions of operas scheduled for the season. Series of weekly "Get Acquainted" programs also have been initiated by KEEN to familiarize listeners with the people behind the scenes of local businesses and institutions. Heard on Sundays, program aims to have residents know the men and women who run various organizations in San Jose.

Department Store Tour

BROWSING through a department store with J. Ralph Carlson, m.c. of WJTN Jamestown, N. Y., is new feature of "Breakfast With Bigelow's" show on that station, sponsored by Bigelow's, a local department store. Mr. Carlson visits a different department of the store each day and interviews clerks, buyers, and customers. Specific articles of merchandise are included informally in the discussion in place of routine commercials Listeners become acquainted with the various store departments, the salespeople and the merchandise while "Browsing through Bigelow's."

'Back to School Jamboree'

WITH SCHOOL reopening in Philadelphia on Sept. 17, WPEN that city, has planned a three-hour community celebration titled "Back to School Jamboree." Show will include guest appearances by many noted stars of radio and the sports world. A fashion show also will be one of the features and door prizes and other awards will be given. To promote the show, WPEN is using newspaper advertisements, radio spot announcements, subway, street car and train cards, poster and billboards.

Fairgrounds Features

EVERYTHING from a horse-pulling contest to description of the hobby exhibit was included in the agenda for WSAM Saginaw, Mich., in 30 broadcasts from the Saginaw County fairgrounds. Sunday broadcasts featured pick-ups from five points in the fairgrounds, giving listeners a preview of fair week and there were twice-daily broadcasts during the week. These included a cash give-away program sponsored by the station, review of 4-H Club activities and other features from the fairgrounds.

Psychology Discussions

DISCUSSION of psychological phenomena in terms familiar to average listener is basis of new series which was scheduled to start Sept. 14 on WGAY and WGAY-FM Silver Spring, Md. Conducted by Dr. Jesse Sprowls, professor of psychology at U. of Maryland, series is heard Sun. at 2 p.m. Idea for the series resulted from discussion broadcast several weeks ago on WGAY on subject "Is the Flying Disc Real?" Dr. Sprowls was featured speaker on this program, and from it developed the new series titled "Psychologically Speaking." Listeners are invited to submit suggestions for discussion.

Musical Auditions

YOUTH of New England are given an opportunity to display their musical talent on the "Sunday at 4:30 Auditions" which is heard over WBZ Boston. Show is being staged at the studios of WBZ and WBZA for two weeks and is open to the youth of New England who have musical talent, either instrumental or vocal. Some of Boston's foremost music critics will be the judges and winners of the auditions will be paid to appear as guest soloists with the Boston Symphony Orchestra during the 30-concert season over WBZ and WBZA.

Demands Notice

BILL REA, owner-manager of CKNW New Westminster, B. C., has received a complaint from the president of Solo-Tone Inc., Vancouver, music machine operator. For the first time since CKNW started 24-hour-a-day broadcasting, the station was off the air recently for two nights from midnight to 6 a.m., because its "All-Night Record Man" Lew Fox was ill. The president of the music machine firm resented this and told Mr. Rea that he wanted more notice if such a thing happened again, because ever since CKNW has started the all-night show, he had discontinued his nighttime operators who ordinarily play records all night for some 200 restaurants in Vancouver where patrons slip nickels in the slot to hear music.

Civic Problems Discussed

ROUNDTABLE discussions with average citizens and community leaders are featured on "What's On Your Mind" program on WBT Charlotte. Panel talks over the city's most acute problems of social and community benefit and endeavors to work out solutions. Programs are based on subjects such as teen-age recreation, rising food costs and other important issues. Show is aired Tuesday 9:05-9:30 p.m. and is a public service feature.

'Turntable Rookies'

LISTENERS who wanted to be record emcees got an opportunity to do so this summer at WSLS Roanoke, Va., as participants on "Turntable Rookies." Open auditions were used to select participants and of the 35 auditioned, four were chosen for announcer training at WSLS. Classes were conducted during the week and the "rookies" received practical training on "Turntable Rookies"' on Saturday. Station reports that as direct result of this program, all four "rookies" have since been employed in radio and advertising fields.

Schoolboy Show

RETURNING to the air for its fourth consecutive season is the "Jacob Reed Schoolboy Sports Show" heard over WFIL Philadelphia. Show is aired Sat. 7 to 7:30 p.m. and features the stars of two rival scholastic squads who are interviewed and introduced to guest sport stars. Studio audience sings songs and provides pre-game pep rally excitement to boys and girls who attend the broadcasts.

200 CLIENTS CAN'T BE WRONG . . .

More than 200 clients are using WLBR to sell everything from pills to real estate in this rich steel and agricultural section. Specializing in local programs with popular appeal WLBR will give your sales message wide circulation in its million population coverage area.

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

Radio Advertising Co., National Representatives

● Kids can tell Bulova before they can tell time. Mothers call Junior to supper by Bulova watch time. Even the Old Man wakes up . . . "courtesy of Bulova." And it's been that way for years and years.

Does it pay off? Just check Bulova sales. Or ask them what they think of Spot Radio, which Bulova helped pioneer in 1927 . . . 20 years ago. *Here's why:* Bulova and the Biow Company, Inc., its agency, take this powerful selling force and move it fast . . . when and where they want it. They pick markets where competition is tough or where money is easy. They hit gift seasons hard everywhere. And they sell the millions that buy . . . time after time.

Spot Radio can do the same for you. Ask your John Blair man.

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

Why Not Sell Ready-Made Audiences?

Cowles Executive Cites ABC Success in Bloc Programming

By PHIL HOFFMAN
Vice President, Cowles Broadcasting Co.

"ONE OF THESE days radio stations will sell ready-made audiences to their advertisers." Adam Reinemund of the Buchanan-Thomas Agency in Omaha made that over-the-coffee prediction to me a number of years back.

There are many individual instances where stations or networks have gone to advertisers with a specific program at a specific time with a pre-built audience. The *Breakfast Club* on ABC is a good example of this. Here is a program which has been building an audience for many years. Now it is sponsored for a full hour by four sponsors, each of whom purchased quarter hours with a ready-made audience. The show follows a planned format devised by ABC program planners who know definitely what this show can do for listener, advertiser and station.

But the idea of ready-made audiences does not demonstrate full effectiveness when it deals with individual programs only. A station must plan its entire day of broadcasting if it is to be consistently successful in delivering an audience. There must be no extraneous considerations which serve to weaken the over-all structure of station control over the total schedule.

The most successful application of this type of planning, in the rare instances when it has been progressively engineered, is found in the technique of "bloc programming" —programming for one type of listener over an extended period of time. There are several notable examples of this extension of "mood" in programs. NBC's line-up of soap operas in the afternoons has generated potent listening habits among housewives for many years. This is true simply because people who have a yen for soap operas will stay with them until somebody, on one side of the set or the other, expires. While I personally agree with many broadcasters that soap operas are not among radio's preferred institutions, I am confident that they have amassed many of their staunchest followers through the group treatment.

ABC's bloc treatment of Friday night dramas—*Lone Ranger, Fat Man, This Is Your FBI, and The Sheriff*—launched with heavy promotion, achieved for that network a 5.4 Hooper gain in one month's time. As in the case of ABC, a new AM or FM station may spade under a lot of long-entrenched competition through the bloc treatment of unsold time, *if* they have the courage to hold time open until they can schedule what belongs there. And then they must stand by this decision long enough to give whatever programs are decided upon a chance to prove audience-building ability. Gradually, given a good, healthy opportunity, such new shows may be welded into the overall pattern that bids for radio's big majority—the *consistent* listener.

Problems Involved

The older, established stations have a more difficult time of achieving planned programs and the bloc pattern. There is the danger of cancellations by sponsors who are reluctant to go along with the necessary reshuffling or program format changes. There are also the problems of lopping off air personnel and commercial programs that don't fit the pattern and of securing the people and shows that do. Many good commercial programs, of course, are at odds with the planned schedule only as regards times of broadcast, and a few strategic moves may take care of these.

The station, then, that wants to build and sell programs with ready-made audiences must do so in the crusading style. The possibility of financial risk must be met head-on as well as the facts of increased programming and promotion costs. The station must not deviate from its own policies of program direction under pressure from advertisers or prospective advertisers.

We chose to take a deliberate swing in this station-control direction. This decision was made nearly three years ago and, contrary to our expectations, many of the problems envisioned have not materialized. Our first step was to go in search of personalities who could provide us with local ratings comparable to those of established network personalities. Our requirements were high, but we were will-

(Continued on page 196)

TWENTY-YEAR veteran of radio, Mr. Hoffman started his radio in the midwest town of Muscatine, Ia., at the now-extinct KTNT. His wide radio experiences carried him to other stations in the Midwest, then east to the Harry Wilder stations before returning him to the Hawkeye state and Cowles organization.

Mr. Hoffman

It's SO easy to make your product the first choice of farm and small town families in Kansas and adjoining states. Just use the STATION that's the first choice of farm and small town families in Kansas and adjoining states.
WIBW
Topeka
KANSAS
WIBW-FM
Serving the
First Families of Agriculture
CBS
BEN LUDY
Gen. Mgr.
WIBW-KCKN
Rep.: CAPPER PUBLICATIONS, Inc.

Capitol's TRANSCRIPTION LIBRARY SERVICE pays off FOR STATION WARL ARLINGTON, VA.

Looking for results? See how **WARL** gets 'em . . .

WARL aired a daily half-hour late afternoon show featuring Capitol Transcriptions discs by famous Cowboy Tex Ritter.

And did the listeners love it? Here's what happened . . .

Each week **WARL** consistently received between 500 and 1,000 written requests for Tex Ritter pictures. A real PAY-OFF for **WARL** . . . and a tribute to Capitol, too!

A pay off FOR YOU, TOO!

PULLING POWER! That's what you (and **WARL**!) get from the Capitol Transcription Service . . . from shows you build yourself. You get results that attract *new audiences* and sell *new sponsors*. Scores of stations (big ones, little ones) find in the Capital Service every aid they need for top-level programming. Every category of music and big-name talent—both for commercial and sustaining shows. Themes and dated formats each month for 400 complete shows. Artists' voice tracks. Musical opening and closing themes. YET . . . the service is completely flexible and adaptable to your own staff's ideas.

UP go your listening levels . . . and UP go your sales—with the Capitol Transcription Library Service.

The coupon below brings you the complete story—at no expense, of course.

Sunset and Vine

Capitol — A DIVISION OF CAPITOL RECORDS — TRANSCRIPTIONS

PROGRAM SERVICE FROM HOLLYWOOD

***free* demonstration transcription**

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

Please send me without cost . . .

1. **Demonstration Transcription—to show me what makes Capitol's Service *different*.**
2. **Complete details about the Library Service and its costs.**

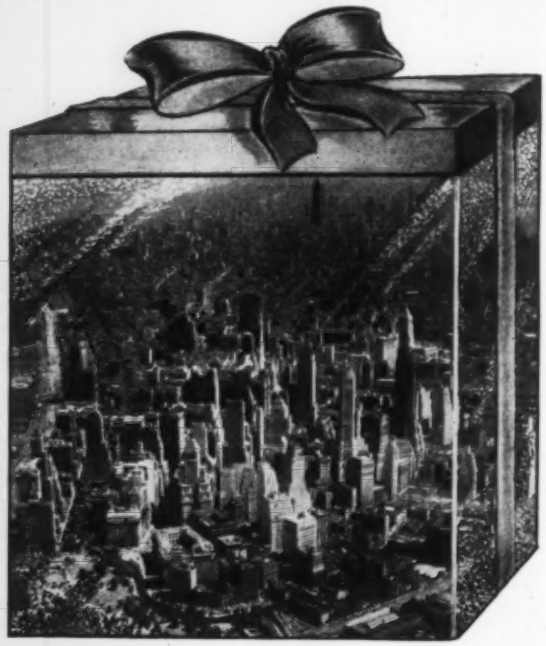
Name_____

Position_____

Station_____

Street and No._____

City and State_____



WHOM packages the NATION'S SECOND LARGEST MARKET

When you use WHOM you *wrap up* the nation's second largest market. The United States Census figures show that the foreign language market covered by WHOM numbers over *four million** persons, making it the nation's *second largest market.*

When you use WHOM to reach this market you cash in on

- √ **WHOM** SHOWMANSHIP
- √ **WHOM** MERCHANDISING
- √ **WHOM** PRODUCTION
- √ **WHOM** KNOW-HOW in the FOREIGN LANGUAGE FIELD

LET'S TALK ABOUT IT

** Here is the Nation's*
SECOND LARGEST MARKET
DOMINATED BY WHOM

ITALIAN SPEAKING PERSONS	2,100,000
JEWISH SPEAKING	2,350,000
POLISH SPEAKING	575,000
	5,025,000

Larger than Chicago Los Angeles or Philadelphia

THE FOREIGN LANGUAGE *Showmanship* STATION

WHOM
NEW YORK
The Il Progresso Station

MARSH LAND TOWERS
Installation Cost Skyrockets As WCSC Plans Power Boost

WCSC Charleston, S. C., preparing to increase its power this fall from 1 kw day and 500 w night to 5 kw day and night, is sparing no expense to provide highest quality reception for its listeners, according to John M. Rivers, owner and general manager. Station is installing new towers, and, instead of placing them on high ground, is locating them on a 7-acre tract in a salt-water tidal marsh on west bank of Ashley River, where the estimated installation cost, $33,400, is roughly $25,000 more than it would have been on high land, Mr. Rivers states.

Big problem as the project got underway was to drive the piles on which the concrete bases supporting the towers would rest. It was found that the marsh did not have sufficient water at high tide to float the barges for operation of the pile driver, and yet the marsh land was so soft that there was no hope of skidding the pile driver out to the tower locations. WCSC engineers solved the problem by using 20 to 40-ft. pine poles and placing on top of the piles 12x12 timbers large enough to support the heaviest railroad machinery.

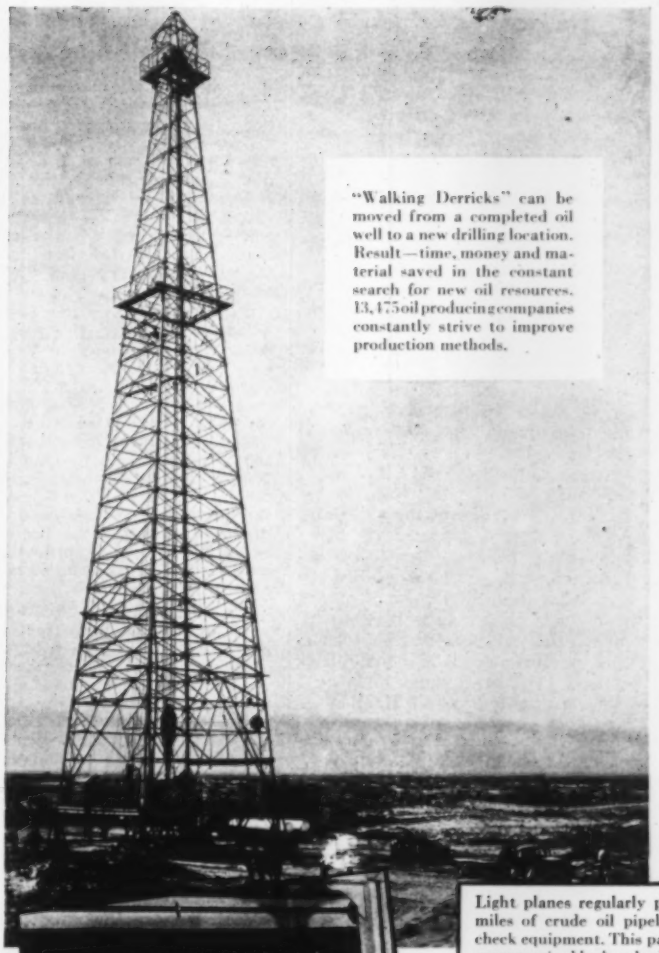
The new towers are Truscon with self-supporting triangular base. Two are 200 feet high and a third 360 feet high. New transmitter, housed in a new building of cinder block-brick-concrete construction, is a Westinghouse.

Mr. Rivers also has a CP to operate an FM affiliate of WCSC. For this operation he plans to use a Western Electric 8-bay cloverleaf tower and a transmitter manufactured by Radio Engineering Laboratories.

* * *

Mr. Rivers wipes brow as he inspects WCSC tower installation site at Ashley River.

KENTUCKY BROADCASTERS ASSN. has approved U. of Kentucky's Dept. of Radio Arts for teaching and training of radio personnel. This marks the first time any place in the state has been approved as a training center for radio personnel, according to university officials.



"Walking Derricks" can be moved from a completed oil well to a new drilling location. Result—time, money and material saved in the constant search for new oil resources. 13,175 oil producing companies constantly strive to improve production methods.

Derricks walk... Drills turn corners...

AS 34,000 OIL COMPANIES RACE TO GIVE PUBLIC A MIRACLE-A-MINUTE

"Miracles to order"... miracles in medicine, farming, transportation, engineering, home-making, industry ... that's the oil business.

Wonders for the farmer in the new rust-preventative that gives his farm machinery painted-on protection. For the housewife, in the plastic-finished upholstery fabrics that are proof against stains, dust, fire, water. For doctors and chemists in new fungicides and insecticides that conquer nature's worst marauders. For engineers in the superfuels that step up the speeds and efficiency of trains, planes, ships.

Behind such accomplishments lies the competitive spirit that spurs on more than 34,000 individual companies and 1,250,000 people of the oil industry. There's rivalry in every phase of the business, from the production race that developed directional drilling to the race for advancements in research, refining, transportation and marketing. This competitive spirit keeps new things, better things, coming your way all the time.

THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS

From rubber gloves to galoshes, from hot water bags to tires, petroleum solvents are vital in rubber processing. Competition among 400 refiners has developed these solvents, along with some 1200 different oil products.

Light planes regularly patrol thousands of miles of crude oil pipelines to spot leaks, check equipment. This patrol is typical of the care exercised by hundreds of individual companies engaged in nation-wide oil transportation by pipeline, barge, rail, truck or tanker.

Free road maps are just one of the "extras" given you by over 225,000 service stations which compete with rivals in service to you. Map-making is done with such accuracy that a magnifying glass is used to check fine points.

RADIO STATIONS ATTENTION!

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to *your* listeners.

Public Relations Operating Committee, Dept. 3C
AMERICAN PETROLEUM INSTITUTE
670 Fifth Avenue, New York 19, New York
Please forward at once FREE COPY of "Tie-in" Plan Book.

Name .....
Title or Dept. .....
Radio Station .....
Address .....

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.

Satisfaction is the Key to Lingo Progress

"...no trouble on our two Lingo towers!"

"The (Lingo) towers have stayed up when every tower in Kansas City has gone down in our high, gusty winds . . . am sure you will be very pleased . . . if you buy Lingo."

K. G. Marquardt
Chief Engineer
Station WIBW,
Topeka, Kansas
(in a letter to a Canadian station)

LINGO
Vertical Tubular Steel
RADIATORS

For insured and assured stability depend on Lingo's 6 "exclusives":

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING HELP

Write us location, power, frequency proposed for your station. Get information without obligation on proper radiator height, ground systems, other related problems.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

DAYTONA BEACH SAYS NO

Newspaper Comes to Defense of Radio When City Turns Down Request to Record Hearing

RADIO'S PUBLIC SERVICE function was apparently being ignored by the Daytona Beach, Fla., city authorities recently in an interesting situation which brought a newspaper to the side of a radio station.

WNBD Daytona wanted to record a Civil Service Appeals Board hearing of a policeman's plea for re-instatement. The purpose — to keep Daytona taxpayers abreast of affairs in their own city. The request was summarily turned down.

What interested station manager Jerry Stone was the fact that the *Daytona Beach News-Journal* carried an editorial (see below) on the matter. "This," says Mr. Stone, "is especially noteworthy because it indicates . . . a growing trend towards cooperation between press and radio. The feeling of animosity between these two media is rapidly being dispelled through editorials such as this as well as an increasing awareness of the respective public service responsibilities of both press and radio."

Following is the editorial:

Freedom of the Air

Nowadays we read and hear a great deal about the need to bring government at its various levels closer to the people, and bringing the people closer to their government. This talk is a reaction to widespread indifference to politics in its deeper implications, local, State and National; it recognizes that apathy toward government endangers democracy by leaving elected and appointed officials too much to their own devices.

Newspapers and the radio hammer away at this theme day after day; so do public spirited citizens and officials. We recognize in this country that freedom of the press and freedom of the air are inseparable concomitants of political freedom and that the main hope of overcoming the widespread apathy toward public affairs is in a vigorous, aggressive exercise of that freedom.

But it seems that Daytona Beach City officials do not share this belief. Last week Jerry Stone, manager of The News-Journal's radio station WNDB, asked City Manager Titus for permission to record the Civil Service Appeals Board hearing of Police Officer Elliott Chesnutt's plea for reinstatement on the force, from which he had been discharged by Chief Johnson.

The radio station manager wanted to make the recording for later broadcast to the citizens and taxpayers of Daytona Beach who, it is to be assumed, are interested in all City affairs and the working of its Civil Service system.

Titus, presumably acting in line with City Commission policy, turned down the request. He gave no explanation. He merely said that though the hearing could be covered and reported by newspapers, it could not be recorded for radio broadcast.

There was no sensible reason for refusing the request. The recording of such proceedings is a simple and unobtrusive business; it would not have disturbed the hearing or those taking part in it. Such recordings are commonplace nowadays and they are increasing, thus bringing closer to the people the processes of government and the personal behaviour of public officials and citizens. Even the august Senate Committee investigating the Howard Hughes plane contract allowed the hearings to be recorded for broadcast. And it is only a question of time when the sessions of Congress will be recorded also so that all the people of the U.S.A. will be able to sit in the gallery, so to speak, and hear their laws enacted in the day-by-day making of the history of their country.

Why then the City Hall's refusal to go along with a practice that is contributing immeasurably to a wider and more intimate understanding of local and general government? There was no rational excuse for it, and the only conceivable explanation is that the City Hall simply didn't want the people of Daytona Beach to hear, word for word, the testimony and arguments in a hearing that might reveal more about City Hall politics in relation to the Police Dept. than City officials want revealed. The City Manager's rebuff of the radio station was a rebuff of every resident of Daytona Beach.

The right claimed for Station WNDB was the right of every radio station. And the refusal of that right was a violation of the recognized freedom of the air. Back of the right of newspapers to obtain and print the news about public events is the equally fundamental right of all the people to read the news. And back of radio's right to broadcast public affairs is the people's right to hear and know what's going on. We hope there will be a change of mind in the City Hall.—F. B.

Reference Volume

TECHNICAL REFERENCE folder designed for the nearly 100,000 radio hams in the U. S., and containing a round-up of tube information has recently been issued by RCA Tube Dept. Titled "Headliners for Hams," the new folder is a combination technical bulletin, price list, catalogue and sales brochure. New folder is available free from RCA tube distributors of the commercial engineering section of the RCA Tube Dept., Harrison, N. J.

WGBA AND WDAK in Columbus, Ga., believe in the theory that you can help yourself by helping your competition. WDAK, fulltime outlet, is buying from WGBA, new 1-kw daytimer opening this month on 620 kc, the final announcement period before WGBA's signoff to advertise its (WDAK's) own evening shows. In return, WGBA will use WDAK facilities to plug its opening date. Completing plans for this arrangement are President Allen M. Woodall of WDAK (r) and A. E. (Bill) Mickel, WGBA manager.

JOHN J. KEEL

CONSULTING RADIO ENGINEERS

A COMPLETE CONSULTING SERVICE

IN

RADIO BROADCASTING AND COMMUNICATIONS

WARNER BUILDING

NATIONAL 6513-5

13TH & E STS., N. W.
WASHINGTON, D. C.

About That Station Location Question

WHEN Warren P. Williamson, president and general manager of WKBN Youngstown, Ohio, asked whether stations should have an in-town or an out-from-downtown location [BROADCASTING July 28] Messrs. Damm and Esau ventured their own opinions. Both are on personal experiences from moves of stations in their respective cities. Mr. Esau describes his new in-town location as "perfect"; Mr. Damm speaks of his five-year-old outlying position as offering "everything on the advantage side."

The Milwaukee Version:

Walter Damm Favors His Outlying Area

By WALTER J. DAMM
Vice Pres. & Gen. Mgr. of Radio
The Journal Co., Milwaukee

WHAT is the best location for a radio station: the downtown area or in the residential district or outlying areas of a city?

Believe me, I read with more than the usual amount of interest your discussion of this subject, along with Mr. Williamson's point questions, in a recent issue of BROADCASTING.

My interest is one born of actual experience as a radio station manager, operating a station which has been located both in the downtown area and in an outlying part of the city. In fact, I think I can speak with better authority on this particular subject than the average station manager.

For many years, WTMJ, The Milwaukee Journal Station, was located in The Journal Building at the corner of 4th and State, in the downtown area of Milwaukee.

Five years ago this month, we moved into a new studio building, especially built and equipped for AM, FM and television broadcasting, located exactly four miles from downtown Milwaukee.

We have never regretted this move.

The truth is, although we pioneered in building in a location away from congested areas, we have found in the past five years that everything is on the advantage side and nothing on the disadvantage side.

The decision to move away from the downtown area was not made without considerable thought and planning. During a period of five years before the decision was made, three other building plans were discussed. One involved adding a fifth floor to the downtown Journal Building; the second was a separate building near the Journal connected by a bridge to the newspaper plant; and the third was a new building of several floors in the downtown area. All of these plans were discarded in favor of the outlying location, with the chief factors affecting that decision: more breathing space, a one-floor building, more space in studios and offices, less total upkeep and construction cost.

As far as we know, *The Milwaukee Journal* was the first to build a station of this type away from a downtown area in a large metropolitan area. From the standpoint of the three types of broadcasting, AM, FM and television, we are firmly convinced, through experience, that our present location enables us to do a far better job in every phase of radio work, than if we were located downtown.

Answer to Questions

Now for Mr. Williamson's questions.

1. Do you have difficulty in getting visiting artists or program talent to come to your studios? Do they use automobile or city transportation? Have you found it necessary to provide transportation to keep any of them interested, because of the inconvenience of your location, where you would not have had to do this if you were located in the business center?

ANSWER: Well, in the first place, our present location is NOT inconvenient to our talent and visiting artists. As far as members of our talent staff are concerned, none of them have homes in the downtown area; most of them have cars; and it is just as easy for them to reach our present location from their homes as it is to reach downtown. In fact, the question of inconvenience has never come up. Visiting artists, arriving in Milwaukee by train, are within 10 to 15 minutes of Radio City by cab, and we have never heard any objections along this line. Even if we were located downtown, visiting artists would take a cab anyhow; once in a cab, it is only a few minutes more actual riding time to Radio City.

2. Do you have a downtown competitor; and, if so, do you have any disadvantages the result of your removed location?

ANSWER: We have not one, but several downtown competitors; and if we have been placed at a disadvantage in either sales or program competition, our sales records and

(*Continued on page 190*)

The Tulsa Viewpoint:

John Esau Is Pleased By Residential Spot

By JOHN ESAU
Vice Pres. & Gen. Mgr.
KTUL, KTUL-FM Tulsa

WARREN P. WILLIAM'S (WKBN) nine point query gives me the perfect excuse to expound on my favorite subject.

We've just located the KTUL offices and studios a short distance from the center of Tulsa. We think it absolutely perfect. Ours happens to be an unusually excellent location though, and one that is not easily found. We face a city park which is four blocks square. The same park crosses the street on one side of us and extends two blocks up the street. Everything in back of us is residential and Tulsa zoning ordinances are strict and no business will be built there for many years. In turn, we own everything zoned for business on the fourth side of our property and thereby control what may eventually be built in that spot.

We have been in this spot since the first of the year and have not experienced any difficulty whatsoever in having visiting artists and program talent come to our studios.

Our number of studio visitors for live shows and those who want to visit our studios to see "radio" have increased greatly since leaving our midtown location. The ease of parking allows us to promote many activities that could not ordinarily be promoted in a busy downtown sector.

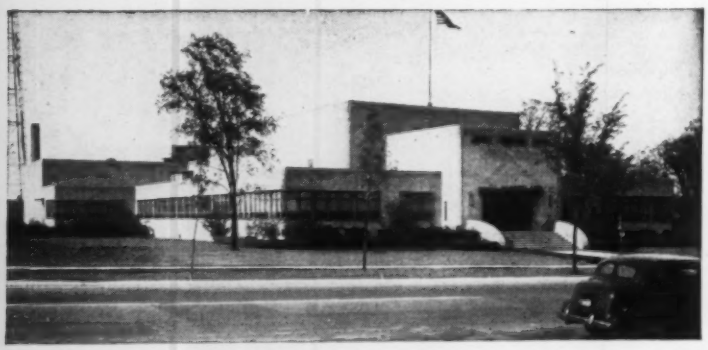
Our reportial staff, the sales and account executives, and others who have many contacts to make "downtown," find the location as ideal as does the studio staff.

I do feel though that a study should be made of any proposed location. Another site no further out than this could be a handicap.

We are on a thoroughfare. Al-

(*Continued on page 206*)

Outlying Location of The Journal Co.'s Operations



KTUL's Boulder-on-the-Park Home

IF IT'S TIGERS YOU WANT...

Use an elephant in India!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC 50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

YOU CAN DRAW THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

THERE ARE PLENTY of people and dollars to draw from in the big, outside audience (where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946). This outside market gets *complete* coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that blankets all of the Pacific Coast audience.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

Don't pull the curtain down on the outside audience. Let them see that you've got something of interest. Put your show on Don Lee, the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Damm

(*Continued from page 186*)

program popularity surveys during the past five years have never shown it. I would go even further. I would say that we have a definite *advantage* because of our "removed location." Radio City, the home of the Milwaukee Journal Stations, WTMJ, WTMJ-FM and WTMJ-TV, is one of the showplaces of Milwaukee. Where, in any *downtown* congested metropolitan area, could you build a building similar to the one in the picture (see page 186), with studios, offices, auditorium ALL on one floor, located in a beautiful 11-acre tract of land? For that matter, where could you find 11 acres in any downtown area?

3. Local sources of news usually revolve around the courthouse, city hall, fire or police departments. Does this present a problem for your newsmen who must travel to the studios to write and "air" their material? If your local competitor was operated by a newspaper, would this influence your opinion?

ANSWER: Our Radio City news department is, and always has been, organized so that we have dependable, responsible news contacts at the court house, police department, city hall, fire department and other recognized news sources. These contacts are as close as our telephone. Our news department informs me that it has never felt at a disadvantage because of our "removed location" or suffered because of news coverage. In addition to this, we are, of course, owned by a newspaper, *The Milwaukee Journal*, and have the advantage of close local news cooperation with the *Journal* news desk. One of our own newsmen occupies a desk in the *Journal* news room several hours every day, with a direct phone connection to our Radio City news desk. This arrangement is not new. When our studios were located in the Journal Building downtown, our news department had a newsman at the city desk to check on local news.

ENGINEERING LAYOUT of new television station to be established in New York by WOR is discussed by (l to r) Howard Mandernach, General Electric electronics district manager; Cyrus D. Samuelson, supervisor of engineering planning for WOR; J. R. Poppele, WOR's vice president and chief engineer, and Howard L. Perdiue, GE transmitter salesman. General Electric will deliver 5-kw video transmitter to WOR in March and also station and field pickup equipment [BROADCASTING, Aug. 25].

4. Department heads and executives are usually connected with service clubs, civic activities and in general a part of the active business life of the community. Does your location make problems for you from this standpoint?

ANSWER: We have never heard of any problems from this standpoint. If we were located downtown, in most cases our department heads and executives would have to walk several blocks to a civic club meeting place. If they used their cars, it would take time and trouble getting their cars out of a parking place or garage. There is no parking problem at Radio City. We can get downtown in just about the same time (10 to 15 minutes) that it would take walking or driving a car from a downtown location. As far as being a part of the active business life of the community, I have asked our department heads if they have ever suffered because of our present location, and they have been unanimous in answering No. Our assistant general manager, L. W. Herzog, is an active member of Rotary and other clubs; our station manager, Russ Winnie, also is active in many civic clubs and was president of the Milwaukee Advertising Club last year.

Salesman's Viewpoint

5. Salesmen move from point to point among business men and establishments—many times by appointment. When it is not possible for them to conveniently drop back to the office with copy or to await the next appointment, does it present a serious problem? If so, what was your solution?

ANSWER: Our salesmen all report to Radio City at 8:30 every morning. There they organize their day's work, make any necessary telephone calls, consult with the sales manager. It is true that all agency offices and most big business offices are located in downtown Milwaukee, four miles away. However, there has never been any problem insofar as appointments and contacts are concerned. We have an office in the Journal Building downtown. In the past five years since our move, however, we have discovered that our salesmen seldom use this office, except for phone calls. They keep in constant touch with Radio City by phone. There are no copy difficulties. We have a station wagon that makes two trips every day to the Journal Building downtown. Salesmen pick up copy, take it to the Journal Building and it comes out on either the mid-morning or the mid-afternoon station wagon trip. Or the salesmen may bring it out themselves. It is only a 10- to 15-minute car trip to Radio City. Our present location has, on the other hand, proved to be a definite advantage to our salesmen in their contacts with Milwaukee agencies and advertisers. They are proud to bring clients to Radio City. The appearance of the building and grounds, the breathing space, the large and modern studios, observation rooms and offices, cannot help making a favorable impression on clients and prospective clients. This is decidedly NOT possible in a radio building located in a downtown area.

Accessible to Public

6. Do you promote any activities with the specific idea in mind of bringing the public to your location? i.e. Do you invite women's organizations or other groups to use your studios (when not in use) for meetings, etc., in order to maintain your position in the activities of the community that you might normally be a part of if you were located in the downtown business district?

ANSWER: Radio City is high on the list of the places to be visited and seen by Milwaukee out-of-town visitors. Our Radio City auditorium seats 400 persons. For the *WTMJ Grenadier* program every noon (a one-hour live music variety-audience participation show) every seat is taken and tickets are at a premium. We also have regular daily tours of Radio City with from 40 to 60 persons on each tour. During the past year, in addition to regular Radio City on-the-air audience programs, we have had a total of 37 women's organizations, and other civic groups hold regular meetings in the Radio City auditorium, bringing 9,243 persons to Radio City. September through April, we also present two nights of free, educational and informative movies every week in the Radio City auditorium. This brought an additional 17,458 persons to our studios; a grand total of more than 26,000 persons attending off-

(*Continued on page 194*)

A BALANCED MARKET

PERMANENT DIVERSIFIED INDUSTRIES . . . make KFDM's market a WELL BALANCED MARKET! Dairying, Shipping, Lumber, Construction, Rice, Petroleum, and Synthetic Rubber keep a 584 million dollar effective buying income rolling in . . . in the THREE CITIES covered by KFDM — Beaumont, Port Arthur, and Orange . . . the three KEY CITIES of this important Gulf Coast Area!

BEAUMONT TEXAS
KFDM
560 KC. 1000 WATTS

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

FOR DISTINGUISHED PUBLIC SERVICE!

Impartial judges have awarded the annual National Board of Fire Underwriters' Gold Medal and National Honorable Mention Citations, in recognition of distinguished public service by radio stations in promoting safety of life and resources during 1946, to the following—

GOLD MEDAL WINNER

STATION WTIC, HARTFORD, CONNECTICUT

For its consistent, year-around effort to encourage better fire prevention and protection, and for the skillful planning, ingenuity and breadth of its programming.

NATIONAL HONORABLE MENTION CITATIONS

STATION WFNC, FAYETTEVILLE, NORTH CAROLINA

For special distinction as evidenced by its month-long campaign at the time of Fire Prevention Week to promote community fire safety, cooperating with civic clubs, schools and Boy Scouts.

STATION WGN, CHICAGO, ILLINOIS

For special distinction and outstanding public service among the Nation's radio stations as evidenced by its year-round efforts to encourage fire safety on farms, in cities, and in industries, and for its cooperation with and assistance to fire departments.

STATION WHO, DES MOINES, IOWA

For its outstanding efforts to eliminate farm fire hazards, especially in sponsoring a statewide fire safety contest for school children, thus stimulating their interest in saving lives, forests and resources.

STATION WLS, CHICAGO, ILLINOIS

For outstanding public service in encouraging fire safety on farms.

STATION WOWO, FORT WAYNE, INDIANA

For special distinction among the Nation's radio stations as evidenced by its special broadcasts for Fire Prevention Week, by helping to raise funds for fire-fighting equipment, and for its excellent public service program throughout the year.

STATION WPTF, RALEIGH, NORTH CAROLINA

For excellence of its campaign to educate school children and householders in fire safety and for stimulating interest of Boy Scouts in community safety.

Gold Medal Awards
1947

CLOSING DATE MARCH 31, 1948

AN effective campaign for greater fire safety in your community can render valuable public service in saving life and resources and make your station eligible for the 1947 Awards.

Any citizen or association or the radio station itself may propose individual stations for the awards and submit supporting exhibits before March 31, 1948.

JUDGES FOR 1946 — *Edgar Kobak, President of MBS and Chairman of the Organizing Committee of the Broadcasters' Advisory Council; George Rosen, Radio Editor of Variety; and Arthur Stringer, National Association of Broadcasters.*

THE NATIONAL BOARD OF FIRE UNDERWRITERS—85 JOHN STREET, NEW YORK 7, NEW YORK

An Organization Maintained By More Than 200 Leading Capital Stock Fire Insurance Companies for Public Service.

Foreign Languages Translate Into Sales

Italian Radio Tastes Follow Same Line As Americans

By FORTUNE POPE

Executive Vice-President, WHOM

NO THREE-HEADED stepchild of the industry is the foreign language radio audience. Rather, explains Mr. Pope, son of Generoso Pope, publisher of "Il Progresso Italo-Americano" which recently purchased WHOM Jersey City, the station's audiences are avid followers of the daytime serial, program quiz and other favorites of American airwaves. Here he cites potentialities open to advertisers.

FOREIGN LANGUAGE broadcasting is still a wide open field. I made this pleasant discovery several months ago when I stepped into the post of executive vice president of WHOM and began fingering through a barrage of statistics.

The foreign language field, of course, has been of primary interest to me for many years, ever since 1929, in fact, when my father purchased the Italian language newspaper, *Il Progresso Italo-Americano*.

Publishing a newspaper and operating a radio station, while not similar, are not exactly opposite in their ultimate aim, i.e., serving the public and reaping a measure of commercial gain.

When our family purchased WHOM from the Cowles interests, it was, to all intents and purposes, a great step forward in a direction we had never ventured before. That is not to say our interests in radio have been of only a passing nature. Both my father and I had been assiduous radio listeners for years and both of us were struck by one rather important fact: the limited (from a product point of view) commercial use of radio in the foreign language field by top advertisers of brand products.

Surely in the foreign language press, the "brand" product is almost as much in evidence as it is in the regular daily newspaper. However, on most language stations only advertisers with specialized products aimed at particular audiences have been evident. In view of the abundant statistics through which I waded in the past few months, I have concluded that the "brand" advertiser probably is unaware of the program possibilities in language radio.

Program Possibilities

One important program discovery we made almost immediately was the fact that except for language differences, the same types of programs which appeal to the average American radio listener can appeal equally to the language listener. Consequently, there is no reason why a foreign language radio station need content itself with the broadcasting mainly of miscellaneous recordings and news items. Why shouldn't it embark on a series of programs that have already established themselves in the non-language field?

The question presents itself—where is the language operator going to find continuity writers and talent to emulate non-language shows? Let us not underestimate the abilities of language personalities. The well developed foreign language theatre and press makes available a splendid nucleus of writers and actors. These folks have demonstrated an amazing ability to adapt themselves to the radio medium.

And now, let us examine a few of the principle types of radio programs and see how they can be adapted to foreign language broadcasting.

Daytime Serials

We'll start with the much maligned yet overwhelmingly popular daytime serial. The human interest appeal of this type of presentation can be transferred easily to the foreign language program; the temperaments of foreign language listeners are well adapted to the emotional appeal of the program. Situations which are close to the nationalities can be portrayed in a manner to evoke wide audience response.

Presently we are producing a daytime serial based on war brides and the tribulations they face in adapting themselves to the American way of life. When you stop to realize the true-to-life every-day problems confronting the newly arrived Italian or Polish war bride, the situation potentialities become enormous.

Take the mystery show as another example of popular radio fare that is adaptable to the foreign language program. After all, tracking down crime is universal and the intriguing methods of criminal detection find just as wide an audience in language as they do in non-language broadcasts. The

(*Continued on page 202*)

YOU'RE IN GOOD COMPANY
WHEN YOU USE

WJMO

Cleveland's Only Independent

To Reach Cleveland's Billion Dollar Market

AMONG THE MORE THAN 100 ADVERTISERS USING WJMO DURING THE FIRST 10 WEEKS OF ITS OPERATION ARE:

The Ohio Bell Telephone Company	Cleveland-Canada Steamship Company
Beauty Research Laboratories	RKO Theatres
The Marshall Drug Company	E. R. Squibb Company
American Greeting Card Company	Warner Brothers
Cleveland Indians	Van Rooy Coffee Company

Sales through the air with the greatest of ease

1000 WATTS **WJMO** 1540 KC

Represented by Adam J. Young, Jr., Inc., New York

Sol Taishoff predicted it . . .

Terrific response* has proven it

. . . this IS the people's FM!

available now . . . for immediate delivery

Hundreds of FM broadcasters and industry leaders who have seen and heard "the people's FM" recognize this combination FM receiver-tuner as just what the people want—just what broadcasters need—just what dealers can sell!

Priced low enough to make fine FM a reality to all,

suggested retail price . . . $56.95

orders are being filled as received—and dealers will get prompt attention from exclusive sales agency, ELECTRONICS, INC. 934 Bowen Building, Washington 5, D. C., Phone REpublic 8181

"COMBINETTE IN FM" features: 8 tubes, plus selenium rectifier, operates on AC or DC, 3 stages of I.F. amplification, 5" speaker, built-in line cord antenna, "tan-sole-type" mahogany cabinet 14" x 11" x 8", receives FM independently or as tuner with any AM set.

Manufactured by:
AIRADIO INCORPORATED, Stamford, Conn.

daily production assures immediate delivery from:

* response to this ad appearing in recent trade papers . . .

FOR THE BEST IN FM

✓ Andrew Coaxial Transmission Line

✓ Andrew Installation of Line and Antenna

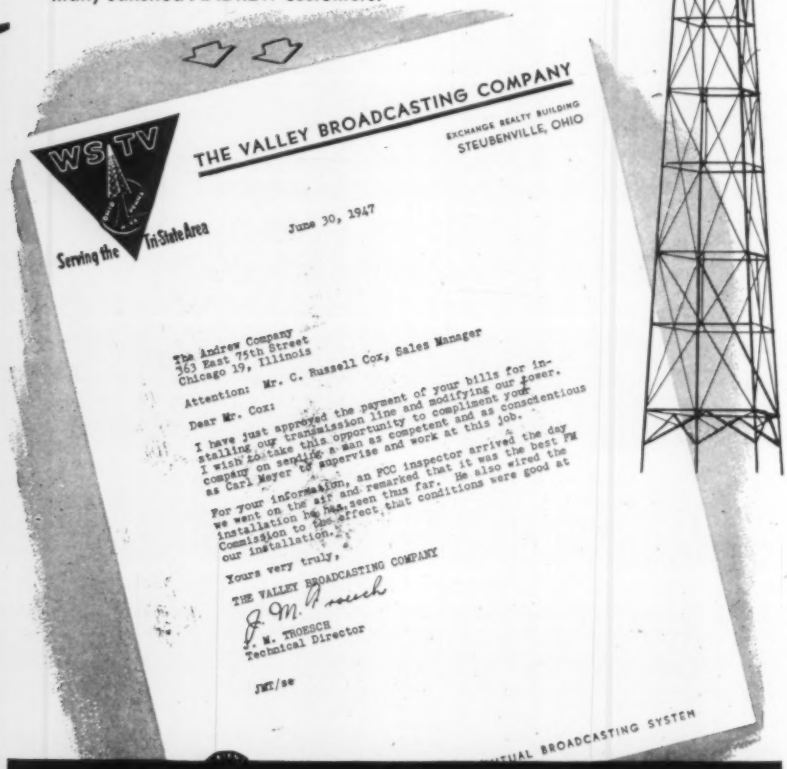
At FM frequencies, transmission lines are tricky.

That's why broadcasters who value reliability buy ANDREW transmission lines. Having bought the best, they find it good business to have Andrew engineers install it.

ANDREW field crews are supervised by radio engineers of long experience, because we believe that steeplejacks alone cannot properly install transmission lines, antennas, and lighting equipment. If you prefer to employ your own workmen, we'll gladly furnish a supervisory engineer.

ANDREW coaxial transmission line, and installation service, may be purchased directly from the factory; or through any FM transmitter manufacturer. If you buy an FM package, be sure to specify ANDREW.

J. M. Troesch of WSTV is one of many satisfied ANDREW customers.


WSTV
Serving the Tri-State Area
THE VALLEY BROADCASTING COMPANY
EXCHANGE REALTY BUILDING
STEUBENVILLE, OHIO
June 30, 1947
The Andrew Company
363 East 75th Street
Chicago 19, Illinois
Attention: Mr. C. Russell Cox, Sales Manager
Dear Mr. Cox:
I have just approved the payment of your bills for installing our transmission line and modifying our tower. I wish to take this opportunity to compliment your company on sending a man as competent and as conscientious as Carl Meyer to supervise and work at this job.
For your information, an FCC inspector arrived the day we went on the air and remarked that it was the best FM installation he had seen thus far. He also wired the Commission to the effect that conditions were good at our installation.
Yours very truly,
THE VALLEY BROADCASTING COMPANY
J. M. Troesch
J. M. TROESCH
Technical Director
JMT/se

ANDREW CO.

363 EAST 75th STREET • CHICAGO 19

ANDREW

WRITE FOR COMPLETE CATALOG

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

Damm

(*Continued from page 190*)

the-air programs. I do not think that we could equal this in a downtown location.

7. Do traveling radio transcription men or other industry people short-circuit you in favor of a competitor, because of your removed location?

ANSWER: No, we seem to get our share and more. After all, if they come in on the train, they use a cab anyhow, and it's only a 10- to 15-minute ride to Radio City. I can't see where location has much to do with visits by traveling radio transcription salesmen and other salesmen. It is my firm belief that if they're anxious to sell your station, they'll search you out if you are located in the middle of the Sahara. If not, they'll pass you up if you're just across the street. Other industry people, out-of-town station managers and executives, actually come to Milwaukee from great distances for the one and only purpose of seeing and inspecting a radio station like ours, located far from the downtown area.

Transportation Problem

8. Do you have problems of transportation for personnel who may be working at odd hours when public transportation is not available at your location? If so, what has been your solution?

ANSWER: Our personnel all have cars, or have available quick public transportation facilities which pass directly in front of Radio City. We have never had any transportation difficulties with personnel working at odd hours. A majority of our staff members live in residential districts located within easy access to our studios. Our present location is really an advantage to members of our staff in this respect. If we were located downtown, a majority of our staff would have to travel a much greater distance than they do now to reach their place of work. All parking expense for our personnel is also eliminated because of our removed location. There is ample free parking space located on our own grounds provided for the cars of all our staff members.

9. Do you have a food problem, because of your inaccessibility to restaurants? If so, what was your solution?

ANSWER: In our case, there is no such inaccessibility to restaurants. We have five good eating places within walking distance of our studios, and a bus stopping directly in front of Radio City, which, in from 5 to 10 minutes, makes many more restaurants available. In addition to this, we have facilities available at Radio City for the preparation and serving of luncheons for executives and their guests.

Paul F. Peter Howard S. Frazier

FRAZIER & PETER

Radio Management Consultants

AM — FM — TV

Station Appraisal
Market Evaluations
Station Management and Organizational Studies
Rate Recommendations
Cost and Profit Studies
Market Data Reports
Program Analysis Systems
Program Policy Studies and Recommendations

Office at NAB Convention, September 15 - 18

Ambassador Hotel, Atlantic City
Washington Office closed during that period

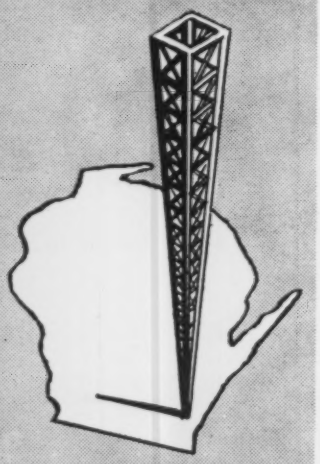
Let's talk it over

Suite 622 Bond Building
Washington 5, D. C.

National 1670
2174

Dominant

SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN

The Katz Agency, Inc.

Natl. Representatives

Hoffman

(Continued from page 180)

ing to pay for the people we wanted if they had the shows we wanted.

Ours is a friendly, easy-going station; one with the practical, down-to-earth slant so essential to radio sales-and-program success in the Midwest. In choosing the people to help us round out a full day of planned programs, we maintained a constant regard for one important factor frequently misunderstood by program planners in the East. Although our listeners go for plain, solid, visiting fare, their penchant for good humor and folksiness does not countenance programming that is sloppy, unintelligent or unprofessional.

Iowans find corn richly amusing, but it must be "hybrid," for the radio listeners of this rich agricultural state lead the nation in literacy. The trend toward culture, better education, better literature, better newspapers and better radio is without frills, but it's definitely there. At the same time, we strive for programs acceptable to all walks of life. These people like "whistleable" music and genuine entertainment. Uncomplicated enjoyment is what they expect from their radio. So we bid for the great cross-section—the folks who visit in front of Montgomery Ward's on Saturday noons.

Cross-Section Tastes

These are the folks comparable to the great cross-section of Americans to be found streaming through Grand Central Station any day in the week. Their collective taste is a pretty tangible thing, and we program for it.

That the people we have brought to this station are doing the job we hoped for is undeniable. Today, local KRNT personalities own ratings which any network sponsor would be proud to possess.

In the mornings, where our first complete design of planned programs was applied, the overall increase in ratings has been immensely satisfactory.

Advertiser reaction to this station's programming methods has been most interesting. Certainly, there were some early grumblings, but they were exceptional cases. Perhaps the easy-advertising-dollar of the war years had much to do with our being able to ease commercial programs into the station's channel of thinking without any real explosions. As ratings increased, sales personnel have been consistent in telling the significant story of how this advance paralleled the application of station-controlled, planned programs. The story intrigued many advertisers to a surprising degree. Many of them now use the "pre-built audience" and "bloc" terminology and evidence keen interest in programs which surround theirs, or the mood prevailing in periods in which they own spots.

ARCHITECT'S SKETCH shows the new transmitter building of KHMO Hannibal, Mo., expected to be finished by late fall. Located 6½ miles south of Hannibal, the brick and tile structure was designed by Lester V. Johnson & Assoc. of Washington. It will house the station's new 5-kw transmitter, now under construction. The transmitter, a Western Electric 405B-2, will be used with a six-tower array engineered by Herbert L. Wilson & Assoc. of Washington. KHMO, now on 1340 kc with 250 w, will shift to 1070 kc when it begins operating with 5 kw.

We have just taken our longest step in completing our design for a full daytime of planned entertainment. What was done first in the morning has now been extended to the afternoon schedule. When the *Paul Whiteman Club* premiered on ABC, we saw an opportunity to put the finishing touch to our efforts to establish a complete afternoon of "music and fun" programs, with the accent on disc jockeys. When Mr. P. W. set sail on the net, his hour on KRNT was strengthened by regrouping local shows complimentary in style to the Whiteman hour so that they aired with "one-after-the-other" impact. We welcomed the new network disc jockey with a "sidedoor" promotional campaign that combined all six shows in the afternoon line-up.

A full-page ad in the *Des Moines Tribune* (owners of KRNT) explained in detail both the bloc technique and what programs of specified design meant to KRNT listeners. A two-column, full-length ad is appearing at two-weeks' intervals all summer long to keep driving home the initial story. In addition, we devoted 75 per cent of our available air promotion time to the campaign for three weeks, and used inside and outside streetcar cards, program schedules, direct mail and civic club publications.

Even the "coming attractions" neon signs at the KRNT-operated KRNT Radio Theater was turned over to the station during the theater's off-season.

Again the sales people told their clients what was being attempted. To help the story, we sent to both local and national clients and agencies a complete explanation of our efforts. Copies of the afternoon promotion material were enclosed in all these mailings to "sell back" the idea that the station was selling more directly to its listeners.

We are able to persuade one national sponsor that he should take one fifteen minutes of an afternoon disc jockey show where the audience was assured and drop his dramatic program. This he did, and his increased Hooper has pleased him very much.

Most advertisers have appeared impressed that a station is seeking to establish and maintain the same business-like control over its program schedule that a newspaper does over the make-up of its pages.

With this extension of planning from morning hours to the afternoon hours, KRNT now has a full daytime schedule of station-planned, station-controlled shows. Most of them are not only given bloc treatment within the day, but are also scheduled laterally, five days a week.

We will not permit any type of commercial or sustaining program, however good individually, to upset the balance achieved through this plan. We are finally running our own radio station. Nowhere on the schedule is there a hodge podge of shows fighting against each other to hold an audience. Programs are designed to hold the audience *together*, hour after hour, and our ratings indicate that the design is sturdy.

Figures to Prove

Just a final conclusive note about our feeling for the future:

We have the figures to prove that the morning planning on KRNT was a highly successful venture. How well we have gambled in the afternoons will be known statistically when Mr. Hooper deals his next quarterly hand. We do know that we feel good about the entire day as we have it presently designed, and that there's a healthy attitude throughout this organization and among our clients that something tremendously constructive has been done.

The ready-made audience picture looks good, the Hoopers look good, business looks good, and . . . I hardly believe Mike Cowles will ever regret my picking up the coffee check that day in Omaha when Adam Reinemund said to me, "One of these days radio stations will sell ready-made audiences to their advertisers."

Come now, Madame X, you can't charge a New Englander for that bit of advice. Young and old in New England stay tuned to their NERN station as a matter of course. Furthermore, the life line on the hand of any New Englander is bound to reveal great purchasing power and continued prosperity.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

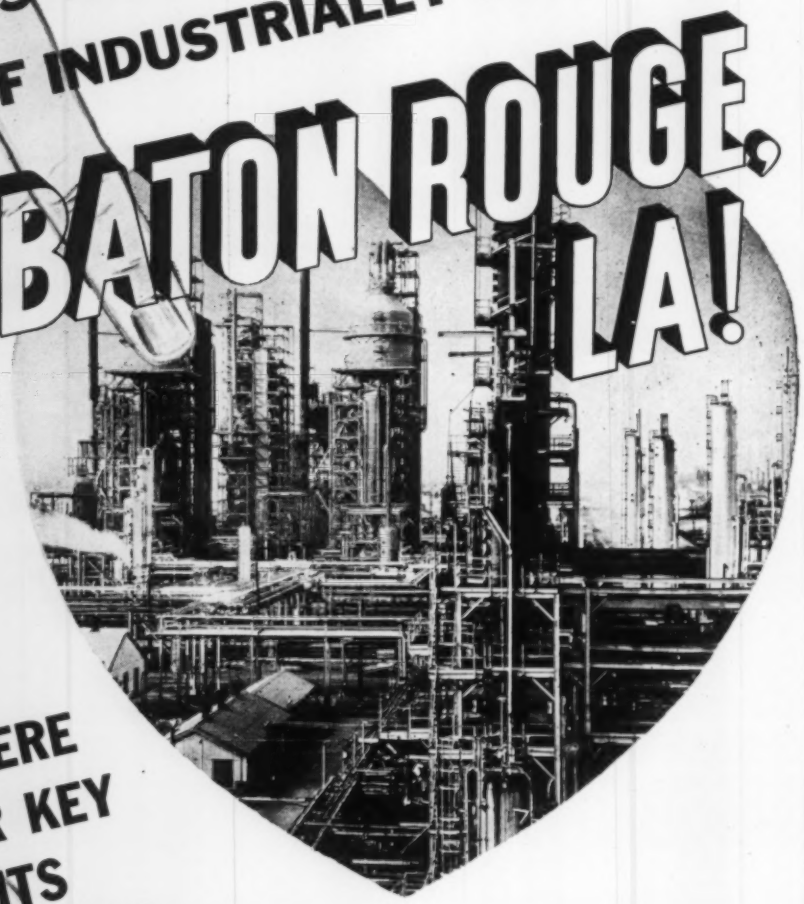
NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

THIS IS THE HEART OF INDUSTRIALLY RICH

BATON ROUGE, LA!



AND HERE IS YOUR KEY TO ITS TREMENDOUS BUSINESS

Baton Rouge, with a population of 113,000, is one of the fastest growing cities in the Deep South today! In the past several years some of this country's foremost industrial corporations have invested more than $170,000,000 in **permanent, full-time** plants in Baton Rouge. These plants have an annual payroll of $57,265,788.

Here you will find the Standard Oil Company of New Jersey, Louisiana Division; Ethyl Corporation; The Solvay Process Company; Permanente Metals Corporation; Consolidated Chemical Industries, Inc.; Copolymer Corporation; three synthetic rubber plants; Butadiene plant; Gulf States Utilities plant and many others.

NBC AFFILIATE

WJBO

1150 ON YOUR DIAL — 5000 WATTS DAY AND NIGHT

BATON ROUGE, LA.

Also operating WBRL Pioneer FM Station in the Deep South

Affiliated with THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE

Represented nationally by George P. Hollingbery Company—Los Angeles & San Francisco, Chicago, New York, Atlanta

FLYING FARM EDITOR

WCAU Furnishes Helicopter So Kirby Can Visit Fairs

WCAU Philadelphia has provided its farm editor, Amos Kirby, with a helicopter so he can fly to county fairs, land right on the fair grounds and set up a WCAU farm service booth.

His county fair season includes acting as a judge in vegetable and live stock competitions, making wire recorder pickups for use on his daily *Rural Digest* broadcasts, and conducting a poll on what farmers like to hear on programs. His circuit includes Pennsylvania, Southern New Jersey and Delaware.

He already has covered the Kent and Sussex Fair, Delaware, the Gloucester County Fair, Paulsboro, N. J. and the Flemington (N. J.) Fair.

On Sept. 7, he flew to the Reading (Pa.) Fair, landed near the judging ring, and on the following day was judge in the swine, sheep, corn, potatoes, grain and bread and butter competitions. He will then hop to Bridgeton, N. J., for the opening of the Cumberland County Fair, and to the New Jersey State Fair at Trenton on Sept. 21. Last fair on his schedule is the Farmer's Day Association event at New Holland, Pa., Oct. 2.

Praises L. A. Stations

PRAISING "the Southern California radio industry" which "has made an outstanding contribution to the Damon Runyon Memorial Hospital drive," Michael D. Fanning, campaign director, cited the 16 Los Angeles area local and network stations for their backing. "The airlanes have literally been clogged with announcements urging the public to contribute to our campaign fund," Mr. Fanning said. "We are deeply indebted to the Southern California Broadcasting Assn. for their marvelous public service attitude in our behalf," he concluded.

Disease Drive

IN AN EFFORT to combat infantile paralysis and other diseases known to be carried by the fly, WMPS Memphis and the *Memphis Press-Scimitar* have begun a joint campaign to educate the public against the fly. The campaign, consisting of a radio series augmented by daily newspaper articles, was initiated by Harry LeBrun, station director; Matty Brescia, WMPS promotion manager; Zollie Howard, *Press-Scimitar* managing editor, and Charles Caldwell, who has been assigned by the newspaper as its "fly war correspondent."

1490
DIALERS' CHOICE
in Austin, it's KNOW
Most Austin dialers choose KNOW most of the time, because they like what we have to offer. And the wise time buyer chooses KNOW for the same reason. For KNOW offers the most effective, low-cost coverage of the prosperous Austin market. Advertisers' results prove . . . and Hooper reports* confirm . . . that KNOW is the most listened-to station in Austin—morning, afternoon and night.
Include KNOW in your next campaign. Write today for further information . . . and for copies of the latest Hooper report.
KNOW gives you more dialers per dollar;
AUSTIN gives you more dollars per dialer.
*Hooper Station Listening Index, Fall, 1946.
RADIO STATION
KNOW
AUSTIN
AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK
WEED & COMPANY
National Representative

WHN Holds Own In Fast Sports Field

Independent Keeps Pace Among the Networks By Specializing

THE ONLY way for an independent station to combat network stations' competition, says Bertram Lebhar Jr., WHN New York director of sales, is to specialize. He speaks from eight years experience during which time WHN has built up an annual gross income of $2 million—of which sports contribute about one-third. "Complete and concentrated coverage" in sports has been the largest single factor in WHN's success, and Mr. Lebhar here explains the plan.

FOR the new station manager who is wondering how to try to win a following against network competition, Bertram Lebhar Jr. has a one-word answer: "Specialize."

Mr. Lebhar

"Sure, radio is a mass medium," he says. "Sure, the networks and some stations have cashed in plenty on the something - for - everybody formula. But odds are against the independent station operator beating the networks at their own game. Even if his station is located in New York or Hollywood, with a supply of top flight talent at his doorstep, he still can't pay network prices for it. No, his best bet is to attract an audience by giving listeners something the networks don't and can't—and that is complete and concentrated coverage of a special kind of program material."

When Bert talks about specializing, he's entitled to a respectful hearing because he's been practicing what he preaches for eight years at WHN New York, 50 kw independent station of which he is director of sales. Sports are WHN's specialty and if pressed Bert will admit "we've done all right with it," which is probably the understatement of the year, as sports account for about a third of WHN's annual gross income of close to two million dollars.

That result is based on a number of things. First, it means that WHN devotes a lot of time to a lot of sports. The station's log for a summer week (July 1-7, 1946) shows 33 hours and 20 minutes of sportscasts and sports commentaries out of a total operating schedule of 140 hours, or 24%. A typical mid-winter week (Jan. 1-7, 1947) showed 17 hours and 30 minutes of sports, or 12½% of the week's air time.

Varied Schedule

The WHN sportschedule includes baseball, basketball (collegiate and professional), boxing, football (collegiate and professional), hockey, horse races (running and harness), ice skating, polo, roller skating, tennis, track, and many others. And, in addition to the play-by-play, blow-by-blow, minute-by-minute coincidental broadcast reports of the contests, WHN broadcasts an assortment of sports prologues, epilogues, forecasts, roundups, results, interviews and specialties as numerous and as varied as the smorgasbord at a Swedish restaurant.

To handle that schedule, sports director Marty Glickman needs a good staff of mikemen and he has it. There's Red Barber, just starting his sixth year of calling the Brooklyn Dodgers play-by-play on WHN and contracted to continue through the 1947 and '48 seasons despite his new job as sports director of CBS. There's Red's sidekick, Connie Desmond, who also works with Barber on football.

Marty himself covers baseball and track. Ward Wilson does hockey and baseball gossip. Sam Taub, veteran all-around sports announcer who can fill in on any sport at any time, arranges and broadcasts the Sunday noon *Hour of Champions* with an assortment of guests. Tedd Lawrence broadcasts race results. Frank Elkins handles ski news. Guy Lebow and Budd Greenspan do amateur hockey games and work with Bob Bryar on amateur fightcasts.

Other Specialists

Steve Ellis and Don Dunphy, while not WHN staff members, do the Gillette fights on WHN each Monday. Stan Lomax broadcasts on WHN frequently as a free-lance, handling last winter's pro basketball games on that basis. Nat Holman, coach of the CCNY basketball squad, analyzed the games between the halves for WHN listeners. Tennis champions Vincent Richards and Sarah Palfrey Cooke are on call for tennis broadcasts.

And then there's Bert Lebhar, who nightly during the spring and summer wraps up the day's outstanding baseball game in a quarter-hour package complete with an apparently on-the-scene at-the-time account of the high spots, enhanced by sound effects. Bert Lee, Lebhar's *nom de mike*, started this program on another station some ten years ago when Lebhar conceived the idea and himself cut an audition record for a prospect who crossed him up by agreeing to sponsor the program only if the same announcer were used.

In addition to *Today's Baseball*, Bert does a daily *Warm Up Time* stint immediately before Red Barber's Dodger broadcast and a *Sports Extra* immediately afterward. During the fall and winter, when *Today's Baseball* becomes *Sports Final*, Bert broadcasts the hockey matches and does color for basketball, football and track. And, as was mentioned before, he's in charge of sales for WHN, where sports are as important commercially as they are programwise.

During 1946 no fewer than 29 advertisers sponsored some aspect of the WHN sports schedule, promoting the sale of products ranging from chewing gum to airline transportation. Ten sports promoters used WHN to swell their own gate receipts. The United States Army sponsored football broadcasts on the station to increase enlistments. The year-after-year renewal of some of the WHN sports clients indicate that they agree with the Lebhar premise that "the sports audience may not have the highest buying power but it certainly has the freest spending power for what it wants."

WHN backs up its sportscasts with vigorous promotion. A monthly sports calendar, listing all major sporting events on the station's schedule, has recently increased its circulation by more than 90,000 through an arrangement with Macfadden Publications for a calendar to be inserted in each copy of *Sports Magazine*, delivered to a subscriber or newsstand in the WHN area.

Paternally pleased with WHN's past record and present performance as a sports specialist, Bert Lebhar is already casting a weather eye to the future in search of a new specialty for the station against the time when television will have fully arrived and video sets are as common as radios today. "I don't kwow when that will happen," Bert says, "but I do know that good as sports broadcasts are, no one will be content just to listen to a fight or a race or a ball game when he can watch it as well."

twin MARKET-twin SALES
REACH Both on KFH
Farm folks and city folks make a TWIN market in the area covered by KFH, That Selling Station for the Southwest. It's a rich 750 million dollar market... with folks needing the same things... and buying the same things... because they listen to KFH.
WICHITA IS A HOOPERATED CITY
KFH
WICHITA

Left to right: Ward Wilson, Bert Lee and Marty Glickman, daily on WHN's pre-baseball program "Warm-Up Time" and post-game roundup "Sports Extra."

Drives TELEVISION FINAL STAGE ...and Excels because

- ★ **Frequency (at max ratings) ranges up to 220 mc, covering both television video and FM bands.**
- ★ **Power output is substantial—see text below.**
- ★ **Designed directly for grounded-grid circuits, with high-mu characteristics that give high power gains.**
- ★ **Complete internal shielding, plus ultra-compact construction, result in low plate-filament capacitance—making neutralization easy, where required.**
- ★ **Thoriated-tungsten filament SAVES, calling for minimum filament power.**
- ★ **Forced-air cooling assures convenient station installation.**
- ★ **RING-SEAL terminals enable tube to be "plugged in" quickly—their generous contact area also promotes h-f circuit efficiency.**

New

v-h-f

POWER TRIODE GL-5513

ELECTRICAL CHARACTERISTICS

Filament voltage	6.3v
Filament current	32 amp
Amplification factor	87
Interelectrode capacitances:	
Grid-plate	8.7 mmfd
Grid-filament	21.1 mmfd
Plate-filament	.11 mmfd
Type of cooling	forced-air

MAX RATINGS, CLASS B R-F POWER AMPLIFIER, VIDEO SERVICE, SYNCHR. PEAK CONDITIONS

Plate voltage	3,000 v
current	1.2 amp
input	3,300 w
dissip.	1,200 w

MAX RATINGS, CLASS C TELEGRAPHY

Plate voltage	4,000 v
current	1 amp
input	3,600 w
dissip.	1,200 w

TYPE GL-5513 has a tube output in excess of 2 kw (Class C telegraphy), with power gain of approximately 10 when operated as a grounded-grid amplifier. In Class B video service, under synchronizing peak conditions, output exceeds 1 kw, with approximate power gain of 8 in grounded-grid service.

This capable new triode, besides its application to television transmitters for both the video and FM bands, is directly suited to dielectric-heating service employing the high and very-high frequencies. Here the tube's low filament-power requirements are of special value, contributing to simple, economical transformer and circuit design.

As a rule, *the GL-5513 requires no neutralization in grounded-grid circuits,* but when this is needed, a small amount of cross-neutralization will suffice. Modern engineering is evident not only in the tube's electrical characteristics, but also in its compact structure — in its trim and efficient radiator design —in the fact that all external metal parts are silver-plated to provide better contact surfaces—and in the ring-type fernico metal-to-glass seals used throughout.

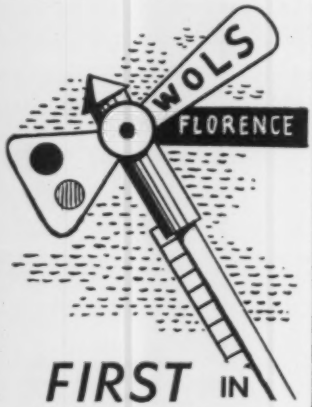
Help in applying G.E.'s new GL-5513 triode to new equipment now on your drawing-boards, gladly will be furnished by General Electric tube engineers. Telephone or write your nearest G-E electronics office, or communicate with *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

161-F1-9850

FIRST AND GREATEST NAME IN ELECTRONICS

THE RAILROAD CENTER OF SOUTH CAROLINA



FIRST IN LISTENERS IN THIS $165 MILLION MARKET

RETAIL SALES $113 MILLION

TOBACCO SALES $70 MILLION

FARM INCOME $150 MILLION

WOLS is your clear track to sales in the railroad center of S. Carolina. Ten years faithful service plus aggressive management has kept WOLS *first* with its 275,000 listeners. Here's a rich market famed for its wealth, stability and income. Take the "highroad to sales in Florence"—take WOLS.

THE HIGHROAD TO SALES IN

ABC **WOLS** BMB

250 WATTS • 1230 KC

FLORENCE, SOUTH CAROLINA

COX & TANZ, Representatives

MELVIN PURVIS, MGR

Foreign Language

(*Continued from page 192*)

weekly adventures of *Bruno and Sandra* captivate the imaginations of plenty of Italian listeners on WHOM every Sunday.

Have you been under the impression that the 'Mr. & Mrs.' format was confined to *Tex & Jinx*, *The Fitzgeralds* or *Dorothy & Dick* to mention only a few? Foreign language listeners enjoy their 'Mr. & Mrs.' programs too, especially when the personalities discuss topics of interest to their families and their homes. Incidentally, it is easy to inject product advertising in these informal chats, making them good sponsor bets too.

Morning Shows

The homey philosophy that has so long characterized the early morning shows of Arthur Godfrey and John Gambling has likewise a terrific attraction for foreign language listeners who happen to be early risers. The wake-up techniques, weather reports, time signals, asides on the news and other tested early morning patterns have proved a huge success especially in the Polish language field. Proof of the fact that language and non-language listeners enjoy similar shows is the tremendous following garnered by one of our Italian comedy shows *Pasquale C. O. D.* The sketch is based on the experiences of Pasquale Esposito, proprietor of a small neighborhood grocery, and highlights his experiences with the characters who patronize his store. This program is now in its 10th year and has many of the characteristics that have made *Duffy's Tavern* such a favorite.

It doesn't require live shows to get an enthusiastic reaction from listeners. Records can be used to excellent advantage if programs are planned with originality. The disc jockey has as much a niche in the language field as in other broadcasts—provided tried and tested disc jockey patterns are woven into a format with special appeal for the lingual listener.

To illustrate, we have inaugurated recently an Italian disc show entitled *Musical Merry-Go-Round*. It is presented from 3 to 4 p.m. daily and is divided into four 15-minute periods each with a novel appeal to Italian listeners. One portion in particular which features new jazz rhythms imported from Italy proved exceedingly popular with listeners. They get a kick out of hearing "Sentimental Journey", "Chattanooga Choo-Choo", "In The Mood", and a wide variety of American swing, sweet and boogie-woogie tunes played by Italian orchestras and sung with Italian lyrics. Strangely enough, mail response indicates this program is dialed by many non-Italian listeners.

Service to Public

In the field of public service programming, the foreign language operator faces a challenge unequalled in any other branch of American broadcasting. There is great need for educative broadcasting on language stations. There is a great job to be done in teaching citizenship and naturalization, in acquainting the language listener with the English language by means of special instruction; much can be done to teach the fundamentals of American history and government. Since language listeners possess a high degree of literacy, they are interested too in roundtable discussions dealing with current affairs.

Social and welfare agencies in foreign language communities are most eager to cooperate in broadcasting programs dealing with juvenile delinquency and neighborhood recreational requirements. The gospel of brotherhood and greater understanding finds an effective sounding board on the foreign language station. Meaningful public service is available to any foreign language station which takes the time to study the needs of its listeners.

To summarize, there is hardly a successful non-language program I know that cannot be adapted to the foreign language broadcast. I have touched on only a few. Women's features, variety shows, symphony and operatic presentations, quiz shows and even sportscasts can be handled with equal effectiveness in the languages. The populous groups in our larger cities have become increasingly receptive to better programming.

Mr. POPE

You will be interested to know that late census tabulations indicate that there are over 4½ million people in the metropolitan New York area who speak either Italian, Polish or Yiddish.

Countless Opportunities

Programwise, the vistas of foreign language broadcasting are as broad as the imagination of the foreign language station operator and his staff. It is safe to say that every worthwhile radio program can have a successful counterpart in foreign languages.

An increasing number of sponsors who recognized this fact have begun to benefit from telling their messages to a group of listeners they had not been able to reach with maximum success with other radio programs.

RONALD COLMAN SHOW, *Favorite Story*, will be heard for three years on WHIO Dayton starting Sept. 30 under sponsorship of Dayton Power and Light Co. Participating in completion of the contract, longest ever undertaken by WHIO, were: Seated—R. H. Moody (l), general manager of WHIO, and Kenneth C. Long, president and general manager of Dayton Power and Light; standing (l to r)—Gene Rahn, account executive of Frederic W. Ziv Co., which produced and transcribed the half-hour show; Harvey R. Young Jr., commercial manager of WHIO, and K. Fitzpatrick Jr., manager of public relations for the power company. *Favorite Story* is now sold in more than 100 radio markets, the Ziv Co. reports.

The NO. 1 Buy in Canada's No. 1 Market

CFRB reaches more Ontario listeners than any other Toronto Station . . . the No. 1 buy!

Ontario represents more than 40% of Canada's total buying power . . . Canada's No. 1 market!

In this productive area, CFRB offers . . .

2,795 potential radio homes after 7 p.m.

3,475 potential radio homes between 6-7 p.m.

5,195 potential radio homes at other times

. . . for every advertising dollar!

That's the set-up on CFRB . . . more potential customers per dollar than any other station operating in Canada's richest market.

CFRB TORONTO

REPRESENTATIVES:

UNITED STATES
Adam J. Young, Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

Looking forward to the next twenty years!

Argentine Radio Time Is 98% Commercial

United States Agencies Lead Placements; Programs Follow American Type

By HERBERT M. CLARK
Buenos Aires Correspondent

ARGENTINE RADIO is probably the most highly commercialized in the world today, despite early over-commercialization which brought regulations doubling the task of everyone in the business.

Those regulations were designed to spare the listener from what at one time promised to be an unbroken diet of commercials without the slightest leavening of music, entertainment or service. It is a commentary on the business here that executives never seemed to realize they were indulging in a species of self-strangulation, so that the Government had to step in.

98% Sold

Even today 98% of all air time is sold and the remainder is not only because it must be held for hook-ups to the Government transmitter. The evils of the situation just prior to the war, when the present code began shaping up, are inherent in the regulations.

They provide:

Only 100 words of advertising may be aired for every 3 minutes of music or every 5 minutes of spoken program—whether drama, commentary, news or what you will.

If those 100 words all treat of one product, the product may be mentioned only four times. No more than 10 products may be advertised in any given burst of 100 words. (Ten-worders are widely used, cost 3000 pesos ($750) for 30 shots daily for a month, which works out to 82 cents apiece.)

In non-musical shows there may be only one 100-word commercial in a 12-minute show (in addition to opening and closing), two in a 15-minute script, 3 in 20 minutes, 4 in 25 minutes, 5 in a full half-hour program. If, however, the program is the dramatic serial type, commercials are restricted to three of 100 words each in 30 minutes.

Serials Restricted

Serials come in for another bit of special treatment: networks are forbidden to present more than two daily—though individual stations, including those with network affiliations, may devote up to 30% of their daily air time to that type of program.

Furthermore, a continued story may have no more than 26 chapters—a 30-day month less four Sundays—by Government order. For that reason it is impossible to hold an audience by continuity of script—though it should be pointed out that this restriction, put into effect by the administration of President General Juan Domingo Peron, has not changed the situation much. Even before it was enacted a show seldom kept its audience for more than two months, before lagging interest forced either sponsor or agency to change it.

The deal now is to seek to hold the audience by talent, hiring a couple of popular stars and using them for one month as "Juan Garcia, struggling young medical student" and "Sarita Suarez, society's sweetheart," the next as "Ricardo Las Heras, a rake who needs reforming," and "Carmen Morales, poor but pretty stenographer." Audiences will follow their favorites in switches like that—although listeners are found to shift from one network to another, month to month, during the prized 10-10:30 p. m. period, when all three webs are on the air with dramatic serials.

Thompson also handles a quarter-hour of recipes three times a week for Royal Baking Powder, a dramatic serial type quarter-hour, three times a week for Cutex nail polishes, a dramatization of the lives of famous women for 15 minutes three times a week for "Maizena," a Cream-of-Wheat product made by the Corn Products Co., a quarter-hour of lyrics addressed to mothers thrice a week for Vicks Vaporub, and a midway public-participation (by mail) show for Gillette razors and blades.

McCann-Erickson Accounts

McCann-Erickson managed in Argentina by Henry P. Clark with Joan Manuel Puente in charge of radio, has the top news show and half a dozen major American accounts.

The news show is Standard Oil's *Esso Reporter*, now in its sixth year of four five-minute spots daily. McCann also has put such visiting musical bigwigs as Heifitz, Menuhin, Stokowski and the Mills Brothers on the air for Standard.

Name singers and motion-picture stars carry the load on a twice-a-week half-hour McCann puts out for Kolynos toothpaste (American Home Products Co.); folklore and folk-music—mail reaction is good—are used to boost Pan American Petroleum.

Coca Cola, with Argentina production not yet big enough to really hit the market, is contenting itself with spot announcements at present. Wilson (meat packers), Philips (radios), Pan American and Panagra Airways, and Jantzen (bathing suits) are also using spots and awaiting strike settlement.

The Grant Adv. Co., third American agency in the field, is managed here by Raimundo Scarampi, with Juan J. Pineyro handling radio. Its twice-a-week half-hour comedy show (mimicry is the feature) for Squibb's toothpaste was last winter's No. 1 show, according to a poll taken by *Sinfonia*, Argentine radio magazine. Squibb also used three musical quarter-hours, a five-minute news show across the board and spot announcements.

The Swift account is shared with Ricardo Pueyrredon, up-and-coming Argentine agency in which Marcelo Tornquist is radio chief. Pueyrredon sells Swift's soap—a powder called "El Ombu" with a weekly budget of two half-hour comedy shows, a five-minute strip across the board, and boosts "El Gaucho" laundry soap with a two-a-week romance-*cum*-music half-hour. A Brazilian rhythm quintet is being imported to replace the latter show, upset by the strike.

Lever Bros. Big User

Berg and Co., specializing in British accounts; Standard Publicidad, which uses big names in dramatic serials for Colgate-Palmolive-Peet; and Emilio Nogues and Roberto Noe, Argentine comers, are the other main entries among agencies.

Lever Bros. and Sydney Ross Argentina both handle their own advertising and are probably the biggest single users of air time.

LINTAS, the Lever house agency, booms Sunlight (Lifebuoy) soap and Atkinson perfumes and

(Continued on page 208)

HERBERT M. CLARK, who recently returned to Buenos Aires after a visit in the U. S., in this special article tells of broadcasting's headaches and successes in the Argentine. A native of Cleveland, Mr. Clark began his career as sports writer for the Atlanta Constitution, later became sports editor of the Macon (Ga.) Evening News, was press agent of the Wild West show at the Chicago World's Fair in 1933, spent four years on the Chicago Daily News, then went to Buenos Aires for the UP. Later he transferred to Rio de Janeiro as UP bureau manager, went to London in 1938, then to Paris for the New York Herald Tribune, covered the Munich crisis and the war in Spain until ordered out by General Franco. He returned to the U. S. and left for Buenos Aires as CBS correspondent. He now handles ABC in Buenos Aires, among other of his accounts.

TEXARKANA
GOES "ALL OUT" for
KCMC

** Conlan Preference Surveys made in April 1945 and in December 1946 show results below—*

KCMC percentage of total listeners—

APRIL 1945, 54.1%; DEC. 1946, 54.4%

SUMMARY OF CONLAN SURVEY

Broadcasting Station	MORNING Apr. 1945	MORNING Dec. 1946	AFTERNOON Apr. 1945	AFTERNOON Dec. 1946	NIGHT Apr. 1945	NIGHT Dec. 1946
Texarkana—KCMC-ABC	62.6%	64.3% 20.9%	53.5%	54.7% 22.4%	46.2%	44.3% 18.5%
Shreveport—Columbia Station	19.5%	8.6%	20.3%	13.3%	25.3%	18.4%
Dallas-Ft. Worth-NBC Station	14.0%	4.3%	23.6%	7.3%	25.0%	16.0%
All Other Stations	3.9%	1.9%	2.6%	2.3%	3.5%	2.8%

**Copies of the detailed copyrighted report are available for inspection to interested advertisers.*

National Representatives

KCMC 1230 kc
and KCMC-FM
FRANK O. MYERS, Mgr.

PROGAR

(PROgram GuARdian)

the only limiter with a memory!

PROGAR* is a new instrument . . . Not just a Limiting or Governing amplifier, but a new device incorporating a *Guardian Memory circuit* (Level Restoring Action) with improved PEAK LIMITING.

Dynamic expression is preserved in the PROGAR by the Memory (time delay) circuit in the Guardian. When the program level decreases this Memory Portion holds the gain constant for a predetermined adjustable period of time and then lets the Guardian slowly act to restore the program level to its original value.

The Guardian in the PROGAR precedes the Peak Limiting . . . therefore a regulated signal is fed into the limiter . . . maintaining consistent, pre-set peak limiter action and assuring a higher percentage of modulation than can be obtained with a limiter alone.

*Reg. U. S. Pat. Off.

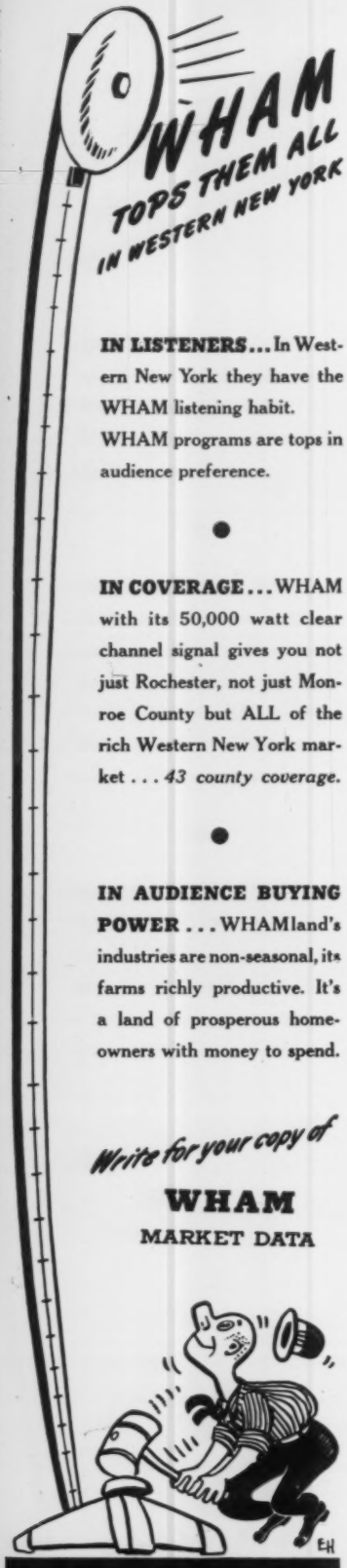
For Complete PROGAR information write for Bulletin #1011.

Shipments are being made now.

Langevin Manufacturing Corporation

BROADCAST AUDIO FACILITIES · SOUND SYSTEMS · INDUSTRIAL CONTROLS

37 WEST 65TH STREET, NEW YORK 23, N. Y.



IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

●

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of

WHAM
MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

Spain's Radio Surprisingly Free

Private Firm Operates Stations in Several Larger Cities

By IAN ROSS MacFARLANE
WFBR Baltimore Commentator

RADIO BROADCASTING in Europe always has been for the most part state or government controlled, even in such presumably free democratic countries as Britain and France.

Spain is probably the last place in the world where one would expect to find radio operated and directed and owned by a private corporation. Yet this is what we discovered on our recent tour of the land of bullfights, poverty, pretty senoritas and Franco.

The Societe anonyme Espanol de Radio de Fusion (The Spanish Radio Broadcasting Corp.) owns and operates stations in Madrid, Barcelona, Valencia, Seville, Cadiz, San Sebastian, Tangier and Bilboa. Each station prepares its own individual daily programs. There are no chain broadcasts other than news. General Spanish and world news is piped through from Madrid to the other stations twice daily, at 1 and 6 p.m.

All stations start broadcasting at noon and stop at 12:30 a.m. except on Sundays when their day commences at 9 a.m. and continues until 2:30 p.m. Programs on the whole are "live" except from 1:15-3:15 p.m. (Siesta time when everyone, including radio entertainers, takes time out.) During this period one unfortunate announcer and one unfortunate engineer jockey platters.

Operate Commercially

The stations are operated on a commercial basis exactly the same way as in the United States—same kind of commercial blurbs proclaiming the advantages of someone's hair oil or another guy's oranges.

Unlike America where most of the day's broadcasts are beamed for milady, only once a week do the senoras or senoritas rate a special program. This is on Monday from 4-6 p.m. It is composed of 15 minutes of fashion news, followed by a crooner who plays his own accompaniment on a guitar; a description of a certain world personality, usually an American movie star, for the correct answer to which, cash prizes are awarded; a household hint period, a discussion of books, plays, the arts, and then another crooner.

Children rate a little better, having a 2-hour program twice a week, Thursday and Saturday. Sports receive a big play. Results of all the football matches, cycling, cross country running, boxing and bullfights are aired. Horse racing results are not given.

Script is not demanded by the station. The application of good taste by those who use the air, either for advertising purposes or for other forms of personal propaganda, is the only yardstick. Believe me, it works very well, as one strike puts a guy out of the radio game for a long, long time, if not for perpetuity. Anyone can say what he wishes politically without any danger of the censor cutting him off the air, but who would want to take a chance with one's neck after he came off the air? News is not directly censored, but is obviously gone over carefully, before it is released to the newspapers and radio stations for their particular use.

IAN ROSS MacFARLANE, WFBR Baltimore commentator a postwar traveler through Europe, paid a visit to Spain recently and found that, except for a government station used to disseminate news and official government documents, radio is privately owned and operated and surprisingly free. One private corporation operates stations in eight Spanish cities. Broadcasting is on a commercial basis.

American GI Popular

The hottest shot on the Spanish air waves today is Thomas Rios, a Spanish-born American G. I. Mr. Rios was well known at the Morocco and El Chico in New York before the war. He joined up with our engineers and spent 2½ years in the service only to return to Spain at the close of the war because of the death of his sister-in-law, the famous dancer, Argentinita. His proudest possession is his discharge button. His band plays twice weekly to the full network. He croons away as he leads his band, and interpolates a few sweet nothings now and then. His studio audience is tremendous—he signs about 500 autographs each program, and sends out about 25,000 autographed post cards a month.

There is another struggling private station in Madrid, as well as a single government-owned and operated station. This latter is used for the dissemination of news many times a day, as well as all other official government publications, chronicles, etc. It is nothing unusual to hear over this station a government announcer go on at 4 p.m. and read without interruption for an hour to an hour and a half! His topic may have been an official government announcement on "Hog Cholera" or "Worm's Nests in Olive Trees."

Incidentally the government charges every owner of a radio receiving set a license fee of 20 pesetas or $1.25 per annum. The private companies do not receive one penny of this. They must make their money in the good American free enterprise method, and that's the story of that which no one would ever suspect—a free radio in rigidly controlled Spain.

INSURED BY RADIO

Air Messages from Corregidor —Replaced Standard Forms—

FIVE YEARS after the fall of Corregidor, the Veterans Administration has disclosed the dramatic story of how thousands of GI's were insured by radio just before the island's surrender.

It was discovered that many of the 35,000 American and Filipino soldiers trapped on the Rock carried little or no National Service Life Insurance. When Corregidor's capture seemed a forgone conclusion most of the island's garrison clamored for insurance application blanks. But there were no such forms on the island and little chance of getting them from the United States in time.

With no alternative, Veterans Administration officials in Washington agreed to accept radio messages from Corregidor in lieu of standard insurance application forms. A signed authorization from each soldier applying was to follow by mail. The radioed insurance messages were given top priority and for several days and nights all other War Dept. communications were crowded off the airwaves.

Two days before Corregidor fell, crates containing thousands of signed insurance statements were loaded aboard a submarine standing offshore, the last Allied vessel to leave the Philippines.

Esau

(*Continued from page 186*)

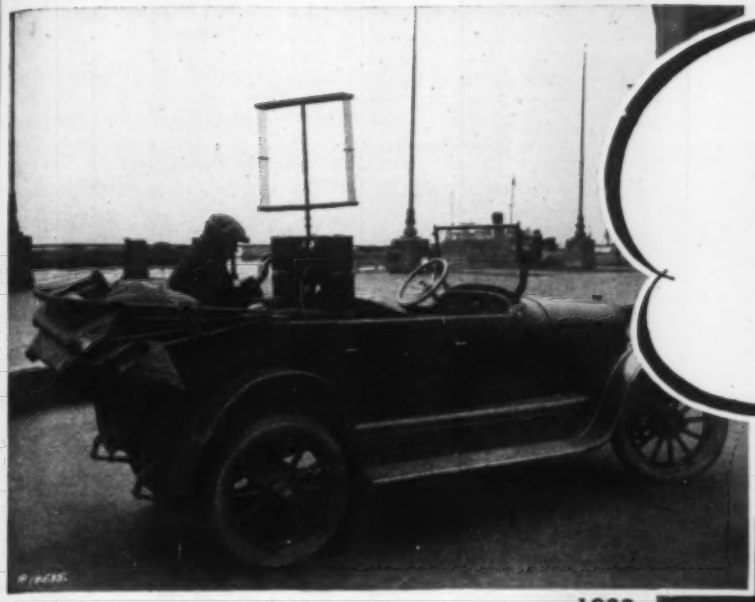
though about 14 blocks from midtown we are only three or four minutes away. Taxi service is good. Bus service is available on three lines. Eating facilities for the staff are plentiful, only two or three blocks away. The area is one that is expanding, which means these facilities will be increased even more.

We also have a station wagon with a driver that makes a set run through midtown about eight times per day. This has proven most helpful to staff personnel who have contacts to make.

Building a beautiful structure, next to a park and on a thoroughfare has given us many thousands of dollars worth of publicity we could get no place else.

I say—get out by yourself. Make your station a high point and on the visitors itinerary. Do as KTUL —now at Boulder-on-the-Park.

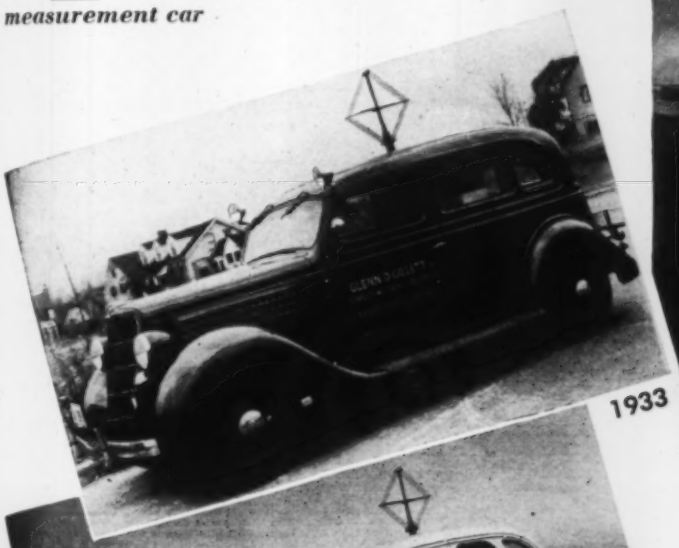
25 YEARS



1922

The first broadcast field strength measurement car

We've been pioneering in radio for a long time..



1933

1941

1947

. . and we are still looking into the future

GLENN D. GILLETT & ASSOCIATES

CONSULTING RADIO ENGINEERS

GLENN D. GILLETT

WILLIAM E. PLUMMER — E. M. HINSDALE, JR.

HENRY B. RIBLET — PAUL BERGQUIST

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C. • NATIONAL 3373

Argentine

(Continued from page 204)

dial and around the clock.

Sydney Ross, the Sterling Drug subsidiary here, has William J. Steele in charge of a radio budget which runs to 13 shows a week for five products.

Mejoral, an aspirin, uses a half-hour audience-participation show, a quarter-hour across the board with a couple of *Amos 'n' Andy* characters, a twice-a-week half-hour along *We the People* lines, and a five-minute strip on "pet peeves" suggested by letter. Phillips Milk of Magnesia gets a 15-minute "cops and robber" running across the board and doing a different adventure each week, and a dramatization of the lives of famous doctors, a half-hour, once a week. Phillips toothpaste does a drama, and Glostora hair tonic has 15 minutes of dance music, plus a half-hour participation show in which the m. c. gives his participant a varying list of half a dozen words which may not be used and then tries to lure him into using them.

Prizes Are Low

Prizes, incidentally, are in line with the overall budget: 8 pesos to 25, or $2 to $6.25, and a far cry from $64 or multiples thereof, plus a house with refrigerator and a gassed-up car in the garage.

"Pildoras Ross" — a Carter's Little Liver Pills product—uses a thrice-a-week drama: a family skit without continuity (to avoid running afoul of regulations) but with the same characters, plus an audience show based on tongue-twisters. All shows are backed with liberal use of spot mentions.

Ross is noteworthy for having the only real survey in all Argentine radio, with teams of interviewers on the street for door-to-door checkups. (Telephone checks don't work in Argentina, because too many families have a radio but no phone).

Argentina, with 14,000,000 people and a million square miles of territory, has 54 stations, 42 of them banded in three networks.

90 kw Outlet

The largest of the lot is the chain based on Don Jaime Yankelevich's Radio Belgrano in Buenos Airs, with 15 stations plus two in Uruguay and one in Paraguay and a second Buenos Aires outlet in the family. Belgrano itself tops the national list with an authorized 90 kw, and the web includes three Argentine and the three foreign shortwave transmitters and 11 other stations pretty well blanketing the country. Radio Argentina in Buenos Aires is independent, but was sold by Yankelevich to his nephew, Samuel Kranaskey.

Radio El Mundo, owned by Editorial Haynes, a publishing firm with a major Buenos Aires morning paper, *El Mundo*, and several magazines is run by Antonio Massa. It is the key to a network of two shortwave and 13 longwave stations, a total of 16.

RADES (Red Argentina de Emisoras Splendid — Argentine Network of "Splendid" Transmitters) is the third net—with Radio Splendid and two shortwave outlets in Buenos Aires and eight scattered affiliates.

Of all the stations outside the capital, only LTI in Rosario is not affiliated.

Buenos Aires itself has two official stations and nine independents. The Federal Government has Radio del Estado, strictly non-commercial and run by the same Radio Division of the Post Office which supervises all the air in a sort of FCC capacity. The city owns Radio Municipal, managed by the Director of the Colon Opera House, Grassi Diaz; though non-commercial, it is now airing programs for the Government petroleum monopoly, YPF (Yacimientos Petroliferos Fiscales-Federal Oil Wells). Of the others, Radio Mitre specializes in sports, Radio Excelsior is the British community's favorite (owned by A. D. Dougall, publisher of the English language paper *The Standard*); the rest tail off in importance.

Two Permanent Licenses

It is worth recording that of the lot only the two official stations have permanent licenses to operate, only Radio El Mundo has a definite concession, granted in 1931 when the station supplied and installed the Radio del Estado transmitter and with five years still to run.

All other stations have "precarious" concessions, and licenses may be revoked at any time. In practice, however, the danger seems slight, since almost all stations have been in serious trouble, even shut down, at one time or another, and have come back on the air.

TABULATION OF THE STATIONS IN ARGENTINE

The station list:			*Frequency (kc)*	*Power (kw)*
LR1—El Mundo, Buenos Aires			1070	50
Shortwave—	LRX	Buenos Aires	9660	25
	LRX1	Buenos Aires	6120	1
Network—	LT3	Rosario	1160	10
	LU3	Cordoba	620	10
	LV7	Tucuman	820	1
	LT9	Santa Fe	1200	1
	LU7	Bahia Blanca	1240	5
	LW2	Mendoza	1370	0.5
	LV5	San Juan	1090	3
	LU6	Mar del Plata	1300	0.5
	LV9	Salta	970	1
	LT5	Resistencia	1080	1.5
	LU8	Bariloche	820	1
	LU12	Rio Gallegos	680	1
	LU4	Comodoro Rivadavia	640	1
LR3—Belgrano, Buenos Aires			950	90
Shortwave—	LRY	Buenos Aires	9640	50
	LRY1	Buenos Aires	6090	50
	LRR	Rosario	11880	10
	CXA8	Montevideo, Uruguay	11840	10
	CXA14	Montevideo, Uruguay	6055	10
	PA5	Paraguay	11950	10
Network—	LT8	Rosario	840	3
	LV2	Cordoba	960	5
	LV12	Tucuman	580	2.5
	LU2	Bahia Blanca	900	5
	LV10	Mendoza	1210	2.5
	LT14	Parana	1270	5
	LT7	Corrientes	1340	1
	LV11	Santiago del Estero	1170	2
	LT5	Concordia	560	5
	LV14	La Rioja	1330	1
	LV4	San Rafael	690	3
LR4—Splendid, Buenos Aires			990	50
Shortwave—	LRS	Buenos Aires	9315	25
	LRS1	Buenos Aires	6065	25
Network—	LT2	Rosario	1230	15
	LW1	Cordoba	790	15
	LU3	Bahia Blanca	1150	10
	LV6	Mendoza	630	10
	LT4	Posadas	1010	1
	LW7	Catamarca	730	1
	LW8	Jujuy	1430	0.5
	LU5	Neuquen	1130	1
Independents:				
	LT1	Rosario	780	10
Buenos Aires:				
	LRA	Radio del Estado	750	10
	LS1	Radio Municipal	710	50
	LS10	Radio Libertad	590	10
	LS4	Radio Portena	670	10
	LR5	Radio Excelsior	830	25
	LR6	Radio Mitre	870	25
	LR2	Radio Argentina	910	15
	LR9	Radio Fenix	1030	4
	LS5	Radio Rivadivia	1110	3.
	LS2	Radio Buenos Aires	1190	8
	LS6	Radio del Pueblo	1350	3

Now on the Air

KNOXVILLE'S

NEWEST STATION

W I B K

1000 WATTS ON 800

Serving

THE SOUTH'S 3RD STATE

TENNESSEE'S 3RD MARKET

FOR AVAILABILITIES

CONSULT

UNIVERSAL RADIO SALES

WNEW and MARTIN BLOCK

AN UNBEATABLE TEAM!

The MAKE BELIEVE BALLROOM

Makes music for listeners, money for advertisers...
10-11:30 a. m. 5:35-7:30 p. m.
Monday thru Saturday

Ever since 1935 MARTIN BLOCK and the MAKE BELIEVE BALLROOM have been part of the pulsating life of this metropolis. They make hearts — *and merchandise* — move faster!

For more than 12 years the MAKE BELIEVE BALLROOM has been a New York show — tailored for New York listeners and custom-made for advertisers who want to sell them! It's a BIG show — and like all big shows it appeals to all ages! Hit tunes, top bands, new stars — you hear them all and you *hear them first* when MARTIN BLOCK entertains at the MAKE BELIEVE BALLROOM with two big performances daily, six days a week.

Yes, he's No. 1 in the No. 1 Market!

So *listen to* MARTIN BLOCK *at his best* — on the MAKE BELIEVE BALLROOM!

Buy MARTIN BLOCK *where he's biggest* — on WNEW in Greater New York!

WNEW

1130 ON YOUR DIAL

Represented by John Blair and Co.

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Western Brokers Increase Radio Use

Added Business Is Partly Attributed to N. Y. Stock Exchange

By WILLIAM D. KILDUFF

AS POLICY-MAKING New York Stock Exchange eases up on advertising restrictions of member brokerage firms, radio is getting an increasing amount of business from brokers, especially those in the West. The story of the growth of the Western brokers' use of broadcasting is told herewith.

WESTERN BROKERS, skeptical when they first tried radio a few years ago, now like it fine. The list of sponsors of investment broadcasts is growing on the Pacific Coast at a rate which may soon affect Eastern dealers in stocks and bonds.

In the San Francisco Bay area alone four brokerage firms now support radio programs. The oldest is 15 months, the youngest less than two. A comparable development has occurred in Los Angeles which now boasts four daily broadcasts of a financial nature. A morning program is scheduled daily in Portland, Ore., where Foster Marshall currently sponsors a five-minute summary of investment news over KGW. Since radio coverage from these key financial centers extends to the Southwest and Pacific Northwest the brokerage broadcasts reach across the Western States.

Stock brokers trace the increase in the use of radio to a change in policy by the New York Stock Exchange, top non-governmental authority in stock and bond trading. Until 1940 the Exchange had generally opposed popular advertising by its member firms. Member firms are still required to submit commercials to the Exchange for approval, but in the past six years advertising restrictions have gradually been eased. Just why Western firms were the first to try radio is not so easy to explain. Just chalk it up to the climate—or aggressive Pacific Coast salesmanship.

Hutton & Co. Took Lead

E. F. Hutton & Co. was the first brokerage firm in the West to produce a sustained radio program. Hutton's initial broadcast was presented over KMPC Los Angeles in August 1941. Four years later Hutton extended its service to KSFO San Francisco. Hutton's program consists of early morning quotation on leading stocks and commodities, reports of dividends and earnings, as well as items of financial news.

This fall Hutton and the Southern Pacific worked out a unique arrangement which is based on the brokerage broadcasts. Hutton's program is now received on the railroad's radio-equipped "Daylight" shortly after the train departs on its Los Angeles-San Francisco run. The program also reaches the Southern Pacific's overnight "Lark" before arrival in the same cities.

Walston, Hoffman and Goodwin, whose offices cover California, initiated their *Wall Street Opening* in May 1946. At present this program runs from 7:45 to 8 a.m. on KLAC Los Angeles and KYA San Francisco. An unusual feature of this broadcast is its presentation from the actual boardroom of the brokerage firm without rehearsal. Stock quotations are taken direct from the New York Stock Exchange ticker tape and financial news read into the microphone from the teletype. Walston, Hoffman and Goodwin intend to add stations as time becomes available, indicating their approval of radio as a brokerage advertising agent.

J. A. Hogle and Co. of Los Angeles went on the air (KMPC) early in October with a five-minute 1 p.m. broadcast. Devoted primarily to stock quotations, the program gives the close of the New York market. Bateman Eichler Co. of Los Angeles is now in its third year of radio advertising on KECA. Its schedule includes a Sunday morning program entitled *Washington Inside Out*, a non-financial presentation. Capitol Securities of Oakland, Calif., recently bought a number of 30-second spots to push specific security issues.

Sunday Night Show

With a Sunday night show entitled *Lon Hughes Interviews*, Sutro & Co., oldest brokerage firm in California, inaugurated a different sort of program in August over KQW San Francisco. Each week Hughes, financial editor of the *San Francisco Examiner*, quizzes a top executive of a prominent Western company. The presidents of United Airlines, Pacific Gas and Electric and the Southern Pacific have been heard on Sutro's program. Hughes' opening interviews were largely personal chats in which the executive traced his career, but later ones have been less personal with emphasis on future prospects of a financial industry or corporation.

Stock market news via radio is not without precedent in the West. In 1930 NBC produced a 15-minute sustaining program of financial news. Lon Hughes acted as commentator from 1931 until the program's demise in 1941. The feature was available to NBC stations in eleven Western states and in its final years was short-waved to the Orient. Only one brokerage firm ever bought the program. During the winter of 1940-1941 the San Francisco Stock Exchange went on the air. The Exchange's evening program, released over KPO, dramatized the history of one Western firm each week.

Brokers dislike releasing figures on results of any advertising, and radio is no exception, but the number of recent additions to the list of sponsors of Western financial broadcasts indicates more than figures and estimates might claim. Western brokers, who pioneered radio for brokerage firms, started something which their Eastern colleagues might well adopt.

Southeastern Television Survey Report Is Issued

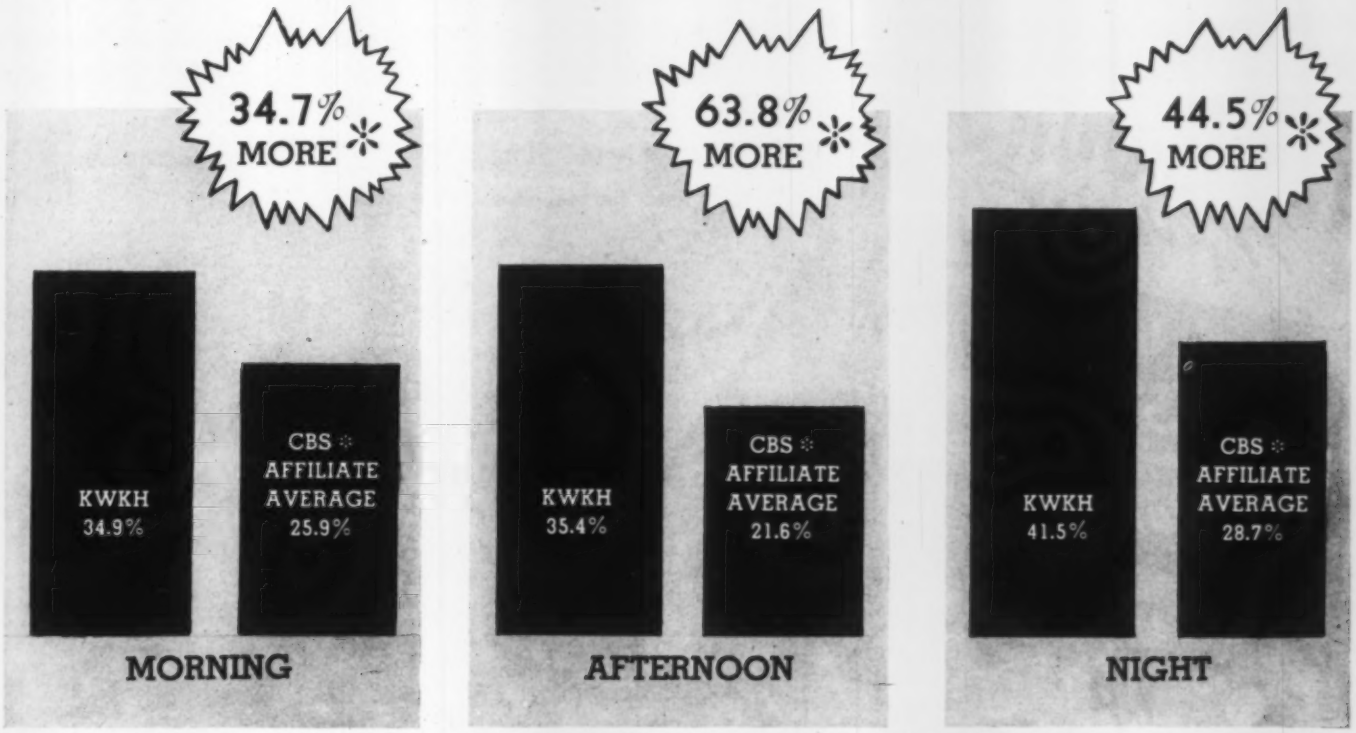
A PROSPECTUS on "Television for the Southeastern States" has just been released in a special report put out by William P. Pence, of Pence & Co., Johnson City, Tenn. Mr. Pence has spent a year studying "the technical and economic status of radio and television for new business opportunities," according to the report.

He cites certain advantages of regional television service in the Southeastern states, pointing out coverage, population, industrial activity, radiation factors, etc. of the area. He greatly favors Mt. Mitchell in North Carolina as a good television site because of its height and location. In discussing Mt. Mitchell, Mr. Pence lists the markets and the financial statistics of the coverage area.

Agency Airs Tourney

SCOTT - TELANDER Advertising Agency, Milwaukee, which sponsored the Wisconsin Amateur Golf Tournament last month, also purchased radio time to broadcast the event over WFOX Milwaukee. Using remote lines to the pro shop at Blue Mound Country Club, where the tourney was held, and two shortwave pack transmitters, WFOX assigned one announcer to do the color and commercials, another to cover the tee and fairway shots, and a third to describe the greens play. Institutional spot plugs were used for all Scott-Telander accounts during the final 18-hole championship match. Mention of the agency was made only at station identification periods.

Here's why KWKH gives your dollar PLUS VALUES



* A Comparison of Share of Audience of KWKH and CBS Affiliates in the 33 Hooper Cities of Equal Network Opportunity according to our latest Hooper figures.

1. According to Mr. Hooper's statistics KWKH is FIRST in Shreveport in both Afternoon and Evening periods.

2. Mr. Hooper also says that KWKH is FIRST in total Rated Time Periods. (23% Higher than Station "B" — 27% Higher than Station "C").

3. On KWKH the Average Hooperating for Daytime LOCAL Programs is Equal to Average Hooperating for Daytime NETWORK Programs.

4. According to BMB Area Report, ONLY KWKH Covers its Rich Primary (50%) area. Without KWKH, you'd have to buy SEVEN other Stations to ALMOST cover it!

These are but a few of the reasons that power-full 50-kw KWKH is by far the best buy in the Ark-La-Tex. Only KWKH can give you dominant coverage of the $1,000,000,000 buying power of this rich tri-state market. Forty-nine industry-rich, petroleum-rich, agriculture-rich counties and parishes in North Louisiana, East Texas and South Arkansas await your sales message over KWKH. For further information write, wire, call KWKH, or see a Branham man.

DIRECTORY OF U. S. STATIONS BY FREQUENCIES

(Continued from page 18)

Call Letters	City	Power in Watt
	1230 KC. LOCAL (Cont'd.)	
†KDZA	Pueblo, Colo.	250
KGEK	Sterling, Colo.	100
WTHT	Hartford, Conn.	250
†WGGG	Gainesville, Fla.	250
WDLP	Panama City, Fla. (CP for 590 kc.)	250
†.....	Quincy, Ala.	250
WJNO	West Palm Beach, Fla.	250
WDEC	Americus, Ga.	250
WTNT	Augusta, Ga.	250
WBLJ	Dalton, Ga.	250
WFOM	Marietta, Ga.	250
WFRP	Savannah, Ga.	250
WAYX	Waycross, Ga.	250
†KYNG	Idaho Falls, Ida.	250
WJBC	Bloomington, Ill.	250
WQUA	Moline, Ill.	250
WJOB	Hammond, Ind.	250
†WTCJ	Tell City, Ind.	250
WBOW	Terre Haute, Ind.	250
KFJB	Marshalltown, Ia.	250
†WHIR	Danville, Ky.	250
WHLN	Harlan, Ky.	250
WHOP	Hopkinsville, Ky.	250
KNOE	Monroe, La.	250
WJBW	New Orleans, La.	250
†KSLO	Opelonsas, La.	250
WJOR	Bangor, Me.	250
WITH	Baltimore, Md.	250
WBOC	Salisbury, Md. (CP for 960 kc.)	250
†WMNB	North Adams, Mass.	250
WESX	Salem, Mass.	250
WNEB	Worcester, Mass.	250
WJEF	Grand Rapids, Mich.	250
WIKB	Iron Mountain, Mich.	250
WMPC	Lapeer, Mich.	250
WSOO	Sault Ste. Marie, Mich.	LS-250 N-100
KGDE	Fergus Falls, Minn.	250
KYSM	Mankato, Minn.	250
KTRF	Thief River Falls, Minn.	250
KWNO	Winona, Minn.	250
WCMA	Corinth, Miss.	250
WSKB	McComb, Miss. (CP for 1250 kc.)	250
WAZF	Yazoo City, Miss.	250
KSWM	Joplin, Mo.	250
KRES	St. Joseph, Mo.	250
WIL	St. Louis, Mo.	250
KANA	Anaconda, Mont.	250
KXLO	Lewiston, Mont.	250
†KIYI	Shelby, Mont.	250
KHAS	Hastings, Neb.	250
†KELN	Ely, Nev.	250
†KLAS	Las Vegas, Nev.	250
†KXXL	Reno, Nev.	250
WMOU	Berlin, N. H.	250
†KYLE	Alamogordo, N. M.	250
KGAK	Gallup, N. M.	250
KFUN	Las Vegas, N. M.	250
KSWS	Roswell, N. M.	250
WENY	Elmira, N. Y.	250
WGLN	Glens Falls, N. Y.	250
†WHUC	Hudson, N. Y.	250
WIBX	Utica, N. Y. (CP for 950 kc.)	250
WFAS	White Plains, N. Y.	250
WISE	Asheville, N. C.	250
†WWNF	Fayetteville, N. C.	250
WMFR	High Point, N. C.	250
WFTC	Kinston, N. C.	250
†WNNC	Newton, N. C.	250
WCBT	Roanoke Rapids, N. C.	250
KDIX	Dickinson, N. D.	250
WCPO	Cincinnati, O.	250
WCOL	Columbus, O.	250
WTOL	Toledo, O.	250
KADA	Ada, Okla.	250
WBBZ	Ponca City, Okla.	250
KAST	Astoria, Ore.	250
KOOS	Coos Bay, Ore.	250
KYJC	Medford, Ore.	250
†KNPT	Newport, Ore.	250
KGON	Oregon City, Ore.	250
KODL	The Dalles, Ore.	250
†WHOL	Allentown, Pa.	250
WCED	DuBois, Pa.	250
WERC	Erie, Pa.	250
WKBO	Harrisburg, Pa.	250
WCRO	Johnstown, Pa.	250
†WBPZ	Lock Haven, Pa.	250
WAIM	Anderson, S. C.	250
WNOK	Columbia, S. C.	250
WOLS	Florence, S. C.	250
WCAT	Rapid City, S. D.	D-100
KELO	Sioux Falls, S. D. (CP for 1320 kc.)	250
WHBT	Harriman, Tenn.	250
WMMT	McMinnville, Tenn.	250
KFDA	Amarillo, Tex.	250
†KSIX	Corpus Christi, Tex.	250
KDLK	Del Rio, Tex.	250
†KNUZ	Houston, Tex.	250
KTHT	Houston, Tex. (CP for 790 kc.)	250
KCRS	Midland, Tex. (CP for 550 kc.)	250
KOSF	Nachadoches, Tex.	250
KSST	Sulphur Springs, Tex.	250
KCMC	Texarkana, Tex.	250
KWTX	Waco, Tex.	250
KVNU	Logan, Utah (CP for 610 kc.)	250
KOAL	Price, Utah	250
WJOY	Burlington, Vt.	250
WFVA	Fredericksburg, Va.	250
WLVA	Lynchburg, Va.	250
WPUV	Pulaski, Va.	250
†KWIE	Kennewick, Wash.	250
KFIO	Spokane, Wash.	250
WLOG	Logan, W. Va.	250
WAJR	Morgantown, W. Va.	250
WCOM	Parkersburg, W. Va.	250
WHBY	Appleton, Wis.	250
WCLO	Janesville, Wis.	250
WDSM	Superior, Wis.	250
KVOC	Casper, Wyo.	250
KHBC	Hilo, T. H. (CP for 970 kc.)	250
WKVM	Arecibo, P. R. (CP for 1070 kc.)	250
	1240 KC. LOCAL	
WEBJ	Brewton, Ala.	250
WMFT	Florence, Ala.	250
WJBY	Gadsden, Ala.	250
WWWB	Jasper, Ala.	250
WCOV	Montgomery, Ala.	250
†KFAK	Flagstaff, Ariz.	250
KWJB	Globe, Ariz.	250
KYUM	Yuma, Ariz.	250
†KURC	Arkadelphia, Ark.	250
KHOZ	Harrison, Ark.	250
†KWAK	Stuttcart, Ark.	250
KHUM	Eureka, Cal.	250
KDON	Monterey, Cal.	250
KPPC	Pasadena, Cal.	SH-100
KROY	Sacramento, Cal.	250
KFXM	San Bernardino, Cal. (CP for 590 kc.)	250
†KRNO	San Bernardino, Cal.	250
KSON	San Diego, Cal.	250
†KSUH	Susanville, Cal.	250
KCOK	Tulare, Cal.	250
KRDO	Colorado Springs, Colo.	250
†KUCE	Montrose, Colo.	250
KCRT	Trinidad, Colo.	250
WWCO	Waterbury, Conn.	250
WINK	Ft. Myers, Fla.	250
WLBF	Leesburg, Fla.	250
WFOY	St. Augustine, Fla.	250
WBHB	Fitzgerald, Ga.	250
WGGA	Gainesville, Ga.	250
WLAG	LaGranbe, Ga.	250
WBML	Macon, Ga.	250
WPAX	Thomasville, Ga.	250
†.....	Thomson, Ga.	250
KUNI	Coeur D'Alene, Ida.	250
KEYY	Pocatello, Ida.	250
†KWEI	Weiser, Ida.	250
WCRW	Chicago, Ill.	SH-100
WEDC	Chicago, Ill.	SH-250
WSBC	Chicago, Ill.	SH-250
WEBQ	Harrisburg, Ill.	250
WTAX	Springfield, Ill.	100
WHBU	Anderson, Ind.	250
KDEC	Decorah, Ia.	SH-250
KWLC	Decorah, Ia.	SH-D-250
KBIZ	Ottumwa, Ia.	250
KICD	Spencer, Ia.	250
KIUL	Garden City, Kan.	250
KANS	Wichita, Kans.	250
WINN	Louisville, Ky.	250
†WSFC	Somerset, Ky.	250
KANE	New Iberia, La.	250
WCOU	Lewiston, Me.	250
†WCMD	Cambridge, Md.	100
WJEJ	Hagerstown, Md.	250
WHAI	Greenfield, Mass.	250
WOCB	West Yarmouth, Mass.	250
WATT	Cadillac, Mich.	250
†WJPD	Ishpenning, Mich.	250
WJIM	Lansing, Mich.	250
WMFG	Hibbing, Minn.	250
WGRM	Greenwood, Miss.	250
WGCM	Gulfport, Miss.	250
WMOX	Meridian, Miss.	250
WMIS	Natchez, Miss.	250
KFMO	Flat River, Mo.	250
KWOS	Jefferson City, Mo.	250
KBMY	Billings, Mont.	250
KAVR	Havre, Mont.	250
KXLJ	Helena, Mont.	250
KFOR	Lincoln, Neb.	250
KODY	N. Platte, Neb.	250
WKBR	Manchester, N. H.	250
WSNJ	Bridgeton, N. J.	250
KAVE	Carlsbad, N. M.	250
KICA	Clovis, N. M.	250
WGBB	Freeport, N. Y.	100
WGVA	Geneva, N. Y.	250
WJTN	Jamestown, N. Y.	250
WVOS	Liberty, N. Y.	250
WSNY	Schenectady, N. Y.	250
WATN	Watertown, N. Y.	250
WSOC	Charlotte, N. C.	250
WJNC	Jacksonville, N. C.	250
WRAL	Raleigh, N. C.	250
WENC	Whiteville, N. C.	250
KDLR	Devils Lake, N. D.	250
WLOK	Lima, O.	250
WHIZ	Zanesville, O.	250
KVSO	Ardmore, Okla.	250
KASA	Elk City, Okla.	250
KHBG	Okmulgee, Okla.	250
KWIL	Albany, Ore.	250
KFJI	Klamath Falls, Ore. (CP for 1150 kc.)	100
KWRC	Pendleton, Ore.	
WRTA	Altoona, Pa.	250
WHUM	Reading, Pa.	250
WKOK	Sunbury, Pa.	250
WBAX	Wilkes-Barre, Pa.	250
WWON	Woonsocket, R. I.	250
†WVSC	Barnwell, S. C.	250
WKDK	Newberry, S. C.	250

(Continued on page 216)

AC-DC Panacoustic PLAYBACK

Carries 16-inch Wallop into Clients' Territory

PRICES*	AC—DC	AC Only
With leatherette case	$125	$115
With leather case	$140	$125

New Transcription Portable Meets Specific Requirements of Agency and Radio Ad Men

U. S. Recording Co. presents an overnight bag full of quick tricks—one of the finest, truest, compact-est portable transcription playbacks ever built.

It's ready to spin into action at the pop of the top. Just lift the lid, plug it in, put on the record and *play*. No time lost fooling around with a separate speaker—no worry about AC-DC—no bother checking the polarity of DC current. You don't need an engineering staff along to get set up for action—or a moving van to carry your equipment. This is 21 pounds of dynamic selling force, custom-made in USRECO's electronic shops to meet the specific needs of agency and radio advertising salesmen.

Air-Mail or Wire Your Order Today—for Immediate Delivery

U. S. RECORDING COMPANY

1121 Vermont Avenue **Washington 5, D. C.**

Joseph Tait, President

THE CASE OF THE PANACOUSTIC PLAYBACK

FACTS AND FIGURES

Size: 18 x 12 x 6"

Weight: 21 pounds

Case: Smart overnight bag luggage type; tan leatherette finish.

Specifications: 7-tube amplifier, AC-DC operated; 6" PM speaker; 33⅓ or 78 rpm; plays 6 to 16" records or transcriptions.

Controls: Separate amplifier and turntable switches; volume **and** tone controls.

Pick-Up: Featherweight, with tested knee-action Nylon needle for full record protection.

EXCLUSIVE FEATURE: Polarity does not have to be checked for DC use.

* All prices subject to tax, FOB Washington, D. C.

IMMEDIATE DELIVERY

WMBD's Test of Polarization Types

Station Reports on Circular And Elliptical Polarization

By A. JAMES EBEL
Director of Engineering,
WMBD Peoria

WMBD Peoria, authorized by the FCC to conduct transmission tests to determine relative effectiveness of circular and horizontal polarization, has reached some interesting conclusions outlined in the accompanying story. A. James Ebel, director of engineering, reports some form of ellipitical polarization is definitely superior to horizontal polarization when double power is used.

ON THE FIRST of March, the Peoria Broadcasting Co. received permission to conduct tranmission tests to determine the relative effectiveness of circular and horizontal polarization. A previous study by Carl E. Smith [BROADCASTING, October 21, 1946] indicated certain superiority for circular polarized FM tranmission over the standard and almost universally adopted horizontal polarization.

Subsequent discussion of this subject by Paul DeMars and others questioned the actual superiority of circular polarization in FM transmission. It was the purpose of the tests described herein to determine on a statistical basis at typical receiving locations which of the two transmission systems gave the best FM service.

At the outset, it should be understood that the term circular polarization in connection with these tests is somewhat of a misnomer. Because of the phase relations in the turn-style antenna used, various degrees of elliptical polarization were actually obtained. Furthermore, intensive field studies in the Peoria metropolitan area showed that even with ideal circular transmission, standing wave phenomena would give rise to various degrees of elliptical polarization. The important factor, however, is that there be some component of electric field at all angles.

Set Owners Cooperate

In order to conduct these tests, it was necessary to recruit a number of cooperating receiver owners. For a period of two months, WMBD's experimental station, W9XRA, transmitted FM program material to build an FM audience in Peoria. At the same time, wide publicity to the proposed FM tests was carried out through FM and AM radio promotion and newspaper promotion. As a result of this promotion, cards were received from 110 listeners offering their service in these FM tests. These listeners filled out cards describing their receiver and antenna installations. The listeners had not been urged to make any special antenna installations for these tests.

During the week prior to the actual test transmissions, these listeners were given a complete set of instructions setting forth the time, the number of tests, and how they were to fill out their report card. There were a total of ten test transmissions made each evening. The first five were one form of polarization and the second five were the other form. The first test of each group was at full field strength and each succeeding test was made with a 20% reduction in field strength until a value of 20% of the original field was obtained in the fifth test of each group. The test transmission consisted of complete introductory explanation by the announcer and one transcription of approximately three minutes duration. The listener was asked to check his results in a special report form.

"Blind" Test

The location of the W9XRA FM antenna was purposely made rather low and a maximum transmitter power of 250 w was employed in order that the resulting FM field would have spots in it where there was unsatisfactory reception in the

(Continued on page 234)

5000 WATTS
630 KC

CFCY
CHARLOTTETOWN, P.E.I.

DELIVERS MORE LISTENERS FOR DOLLARS SPENT THAN ANY OTHER STATION EAST OF MONTREAL

ESTABLISHED 1922

THE KEY STATION IN A $200,000,000 RETAIL MARKET

DIVIDENDS IN ACCUMULATIVE LISTENER INTEREST

REPRESENTATIVES-U.S.A.: WEED & CO. CANADA: ALL CANADA RADIO FACILITIES

The COMBINATION to GEORGIA

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job **—at one low cost**

all **CBS** available at combination rates

★1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

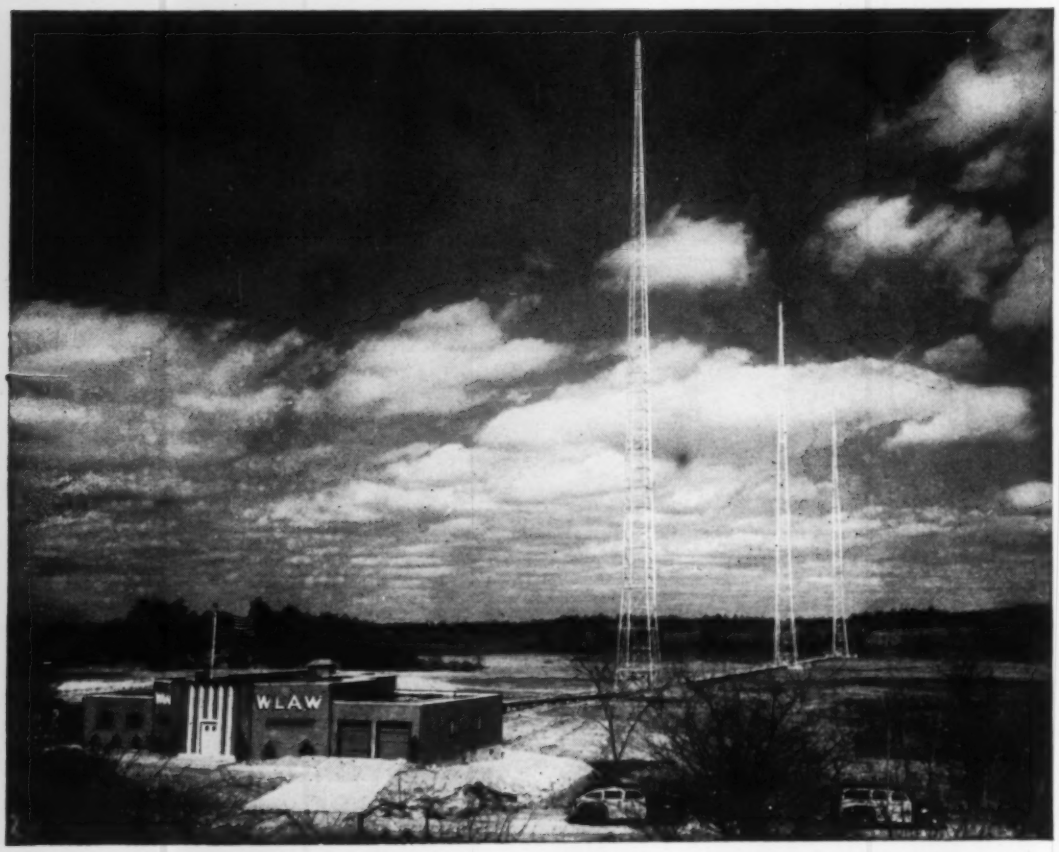
REPRESENTED BY **THE KATZ AGENCY,** INC.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 212)

Call Letters	City	Power in Watts
1240 KC. LOCAL		
KWAT	Watertown, S. D.	250
WBEJ	Elizabethton, Tenn.	250
WBIR	Knoxville, Tenn.	250
WKDA	Nashville, Tenn.	250
WENK	Union City, Tenn.	250
†KORA	Bryan, Tex.	250
KGBS	Harlingen, Tex.	250
KOCA	Kilgore, Tex.	250
KMAC	San Antonio, Tex.	250
KXOX	Sweetwater, Tex.	250
KOVO	Provo, Utah (CP for 960 kc.)	250
†WSKI	Montpelier, Utah	250
WCHV	Charlotteville, Va.	250
WSSV	Petersburg, Va.	250
WSLS	Roanoke, Va.	250
KXLE	Ellensburg, Wash.	250
KGY	Olympia, Wash.	250
WTIP	Charleston, W. Va.	250
WDNE	Elkins, W. Va.	250
WOMT	Manitowoc, Wis.	250
WIBU	Poynette, Wis.	250
WOBT	Rhinelander, Wis.	250
WJMC	Rice Lake, Wis.	250
KEBC	Cheyenne, Wyo.	250
KRAL	Rawlins, Wyo.	250
†KBYR	Anchorage, Alaska	250
1250 KC. REGIONAL		
KGHI	Little Rock, Ark. (CP from 1230 kc.)	LS-1,000 DA-N-500
KTMS	Santa Barbara, Cal.	DA-1,000
WDAE	Tampa, Fla.	DA-5,000
WGL	Ft. Wayne, Ind. (CP from 1450 kc.)	DA-1,000
KFKU	Lawrence, Kan.	LS-5,000 N-1,000
WREN	Lawrence, Kan.	LS-5,000 N-1,000
*	Topeka, Kan.	*DA-5,000
WSKB	McComb, Miss. (CP from 1230 kc.)	LS-1,000 DA-N-500
WCAE	Pittsburgh, Pa.	DA-N-5,000
†WNOW	York, Pa.	D-1,000
WTMA	Charleston, S. C.	DA-N-1,000
KPAC	Port Arthur, Tex.	*LS-5,000 DA-N-1,000
WDVA	Danville, Va.	LS-5,000 DA-N-1,000
KWSC	Pullman, Wash.	5,000
KTW	Seattle, Wash.	1,000
†WMAW	Milwaukee, Wis.	DA-5,000
1260 KC. REGIONAL		
†KGIL	San Fernando, Cal.	DA-1,000
KYA	San Francisco, Cal.	LS-5,000 N-1,000
WAVZ	New Haven, Conn.	D-1,000
WOL	Washington, D. C.	DA-5,000
WFBM	Indianapolis, Ind.	DA-N-5,000
KFGQ	Boone, Iowa	D-250
WNAC	Boston, Mass.	DA-N-5,000
KGBX	Springfield, Mo.	DA-N-5,000
KVSF	Sante Fe, N. M.	1,000
WNDR	Syracuse, N. Y.	DA-N-5,000
WGWR	Asheboro, N. C.	D-1,000
†KVNW	Grand Forks, N. D.	LS-1,000 DA-N-500
KPOW	Powell, Wyo.	DA-N-1,000
1270 KC. REGIONAL		
WTAL	Tallahassee, Fla. (CP from 1340 kc.)	DA-N-5,000
KTFI	Twin Falls, Ida.	LS-5,000 N-1,000
WHBF	Rock Island, Ill.	DA-N-5,000
WSPR	Springfield, Mass.	DA-1,000
WXYZ	Detroit, Mich.	DA-N-5,000
KGCU	Mandan, N. D.	*LS-1,000 *N-250
WLBR	Lebanon, Pa.	D-1,000
†KIHO	Sioux Falls, S. D.	DA-N-1,000
KIOX	Bay City, Tex.	DA-N-1,000
KFJZ	Ft. Worth, Tex.	DA-5,000
WHYU	Newport News, Va.	D-1,000
1280 KC. REGIONAL		
KFOX	Long Beach, Cal.	1,000
†KXOB	Stockton, Cal.	DA-N-1,000
KSFT	Trinidad, Colo.	LS-1,000 N-500
WMRO	Aurora, Ill.	D-250
WGBF	Evansville, Ind.	LS-5,000 DA-N-1,000
KSOK	Arkansas City, Kan.	D-1,000
WDSU	New Orleans, La.	DA-5,000
WTCN	Minneapolis, Minn.	LS-5,000 N-1,000
WHBI	Newark, N. J.	LS-2,500 N-1,000
WOV	New York, N. Y.	DA-5,000
†WVET	Rochester, N. Y.	DA-5,000
†WSAT	Salisbury, N. C.	D-1,000
WKST	New Castle, Pa.	DA-N-1,000
KWHI	Brenham, Tex.	D-1,000
KNAK	Salt Lake City, Utah (CP from 1400 kc.)	500
KIT	Yakima, Wash.	1,000
WNAM	Neenah, Wis.	D-1,000
†WCMN	Arecibo, P. R.	1,000
1290 KC. REGIONAL		
KVOA	Tucson, Ariz.	1,000
KUOA	Siloam Springs, Ark.	D-5,000
KHSL	Chico, Cal.	DA-1,000
KITO	San Bernardino, Cal.	DA-1,000
†WCCC	Hartford, Conn.	D-500
†WTUX	Wilmington, Del.	D-500
WTMC	Ocala, Fla. (CP from 1490 kc.)	DA-N-1,000
†WIRK	W. Palm Beach, Fla.	DA-1,000
WTOC	Savannah, Ga.	DA-N-5,000
†WIRL	Peoria, Ill.	DA-5,000
KGVO	Missoula, Mont.	LS-5,000 N-1,000
KOIL	Omaha, Neb.	DA-N-5,000
WKNE	Keene, N. H.	DA-5,000
WNBF	Binghamton, N. Y.	DA-N-5,000
WHLD	Niagara Falls, N. Y.	D-1,000
WHKY	Hickory, N. C.	LS-5,000 DA-N-1,000
†.....	Bellaire, O.	D-1,000
WHIO	Dayton, O.	DA-N-5,000
WJSW	Altoona, Pa. (CP from 650 kc.)	LS-1,000 DA-N-500
†WNAF	Providence, R. I.	D-500
KRGV	Welasco, Tex.	1,000
WMLO	Milwaukee, Wis.	D-1,000
†KFRB	Fairbanks, Alaska	1,000
1300 KC. REGIONAL		
KROP	Brawley, Cal.	LS-1,000 N-500
KVOR	Colorado Spring, Colo.	1,000
†KYNO	Fresno, Cal.	DA-1,000
†WLIZ	Bridgeport, Conn.	D-1,000
KGLO	Mason City, Ia.	DA-N-5,000
WKLX	Lexington, Ky.	DA-N-1,000
WFBR	Baltimore, Md.	DA-5,000
†WJDA	Quincy, Mass.	D-1,000
WOOD	Grand Rapids, Mich.	DA-N-5,000
WJDX	Jackson, Miss.	LS-5,000 N-1,000
†WERE	Cleveland, O.	DA-5,000
KOME	Tulsa, Okla. (CP from 1340 kc.)	LS-5,000 DA-U-N-1,000
†WMAK	Nashville, Tenn.	DA-N-5,000
KVET	Austin, Tex.	DA-N-1,000
KOL	Seattle, Wash.	DA-5,000
1310 KC. REGIONAL		
KWBR	Oakland, Cal.	1,000
WISH	Indianapolis, Ind.	LS-5,000 DA-N-1,000
†KOKX	Keokuk, Ia.	D-250
WORC	Worcester, Mass.	DA-1,000
KFBB	Great Falls, Mont.	DA-N-5,000
WCAP	Asbury Park, N. J.	500
WCAM	Camden, N. J.	500
WTNJ	Trenton, N. J.	500
WDUK	Durham, N. C.	D-1,000
WNAE	Warren, Pa.	D-1,000
WDOD	Chattanooga, Tenn.	DA-N-5,000
WRR	Dallas, Tex.	DA-N-5,000
WGH	Newport News, Va. (CP from 1340 kc.)	DA-5,000
WIBA	Madison, Wis.	DA-N-5,000
1320 KC. REGIONAL		
WAGF	Dotham, Ala. (CP from 1400 kc.)	DA-N-1,000
KWHN	Ft. Smith, Ark.	DA-N-5,000
KCRA	Sacramento, Cal. (CP from 1340 kc.)	DA-1,000
WATR	Waterbury, Conn.	DA-1,000
WJHP	Jacksonville, Fla.	DA-N-5,000
WKAN	Kankakee, Ill.	D-1,000
†KWWL	Waterloo, Ia.	D-1,000
WNGO	Mayfield, Ky.	D-1,000
WEBC	Duluth, Minn.	DA-N-5,000
KXLW	Clayton, Mo.	D-1,000
KOLT	Scottsbluff, Neb.	DA-N-1,000
WLAN	Lancaster, Pa.	D-1,000
WJAS	Pittsburgh, Pa.	DA-N-5,000
KELO	Sioux Falls, S. D. (CP from 1230 kc.)	DA-N-5,000
KXYZ	Houston, Tex.	DA-N-5,000
KDYL	Salt Lake City, Utah	DA-5,000
†WEMB	San Juan, P. R.	5,000
1330 KC. REGIONAL		
KFAC	Los Angeles, Cal.	DA-5,000
†WJPS	Evansville, Ind.	LS-5,000 DA-U-N-1,000
KFH	Wichita, Kan.	DA-N-5,000
WBBC	Flint, Mich.	DA-1,000

(Continued on page 220)



Lehigh 440-foot AM Towers, WLAW, Lawrence, Mass.

Lehigh INVITES YOUR INQUIRIES FOR

AM-FM & TV TOWERS

BOOTH 44

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna. Offices In Principal Cities

Mayfair TRANSCRIPTION COMPANY

PRESENTS

Alan Ladd

ANOTHER Mayfair SMASH HIT PRODUCTION

PARAMOUNT'S GREAT STAR IN BOX 13

AN INTRIGUING NEW TRANSCRIBED SERIES OF HALF-HOUR SHOWS

ADVENTURE WANTED

Will go any place...
Do anything. **BOX 13**

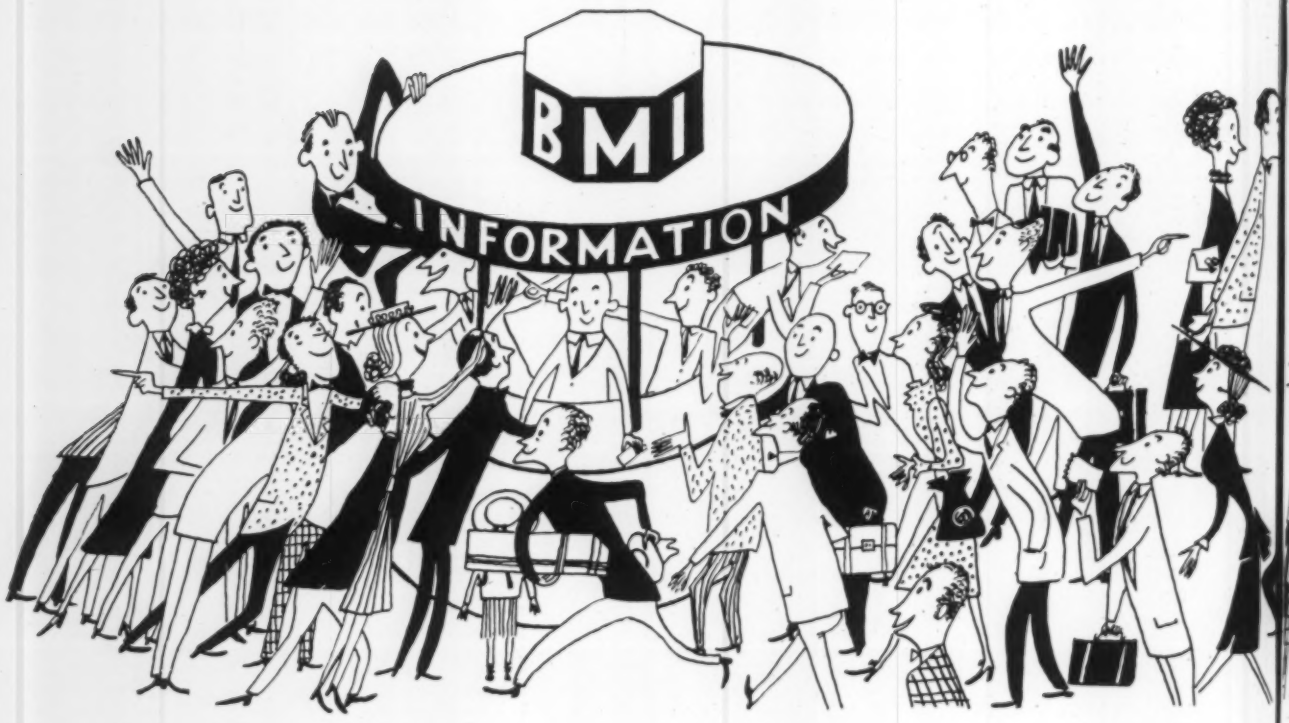
Alan Ladd plays a part tailor-made for him... a man of action... a versatile resourceful fiction writer who *advertises for adventure*... and gets it the *hard* way!

BOX 13 HAS EVERYTHING Alan Ladd—a top motion picture *name*. Alan Ladd—one of radio's most popular *voices*. Alan Ladd—whose millions of followers have made him *tops* in fan mail at Paramount. Yes, and BOX 13 will have direction by Ted Hediger... full orchestral background under Rudy Schrager... stories by many of radio's leading writers... supporting roles by Hollywood radio stars. Yes! BOX 13 has *everything!*

AVAILABLE NOW!

For rates, write, wire or phone Bernard Joslin, Mayfair Transcription Company Address: 8511-13 Sunset Blvd. Hollywood 46, California. Phone Crestview 66797 or Crestview 66995.

Headquarters for service...



While you're at the Convention, look for the conspicuous neon sign that says "BMI-NAB". That's where you'll find the Official Information Center... right in the middle of Convention Hall... waiting to serve you.

Service, as you well know, is the main theme song of BMI. BMI serves the broadcaster all year around, of course, but during this week at the NAB Convention in Atlantic City BMI undertakes another kind of worthwhile service by operating the Official Information Center for the whole get-together.

It's yours to use—yours to serve you.

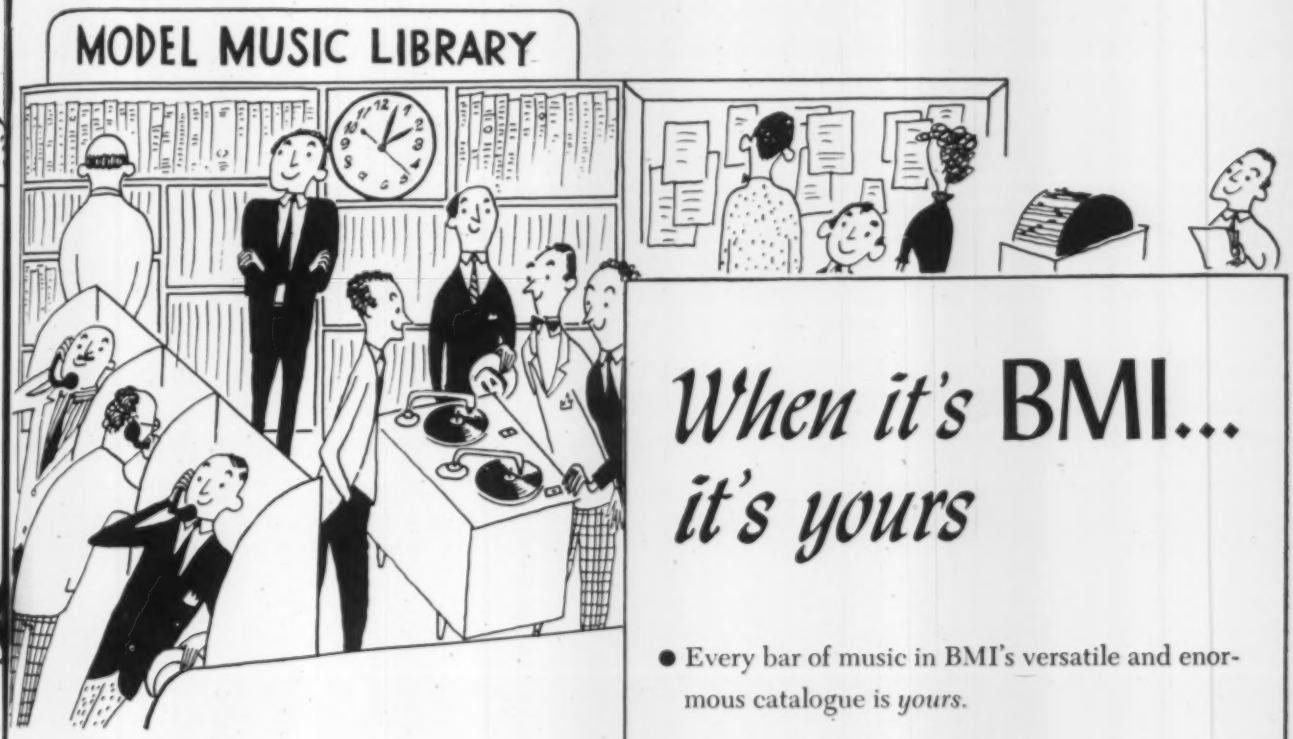
Meet your friends there. Ask all the questions you want... about the timetable of meetings, what's playing at local theaters, where fellow broadcasters are staying, or even how to get the biggest lobster dinner in Atlantic City. And, if you're expecting any urgent 'phone calls, remember that the BMI-NAB Information Center has direct lines to all leading hotels. When the call comes through we'll see that you receive it right in Convention Hall.

Don't Miss the Model Music Library

There's still another service feature too—a Model Music Library—set up to offer suggestions on how to improve the music library back at your own station. BMI has incorporated the best features of many efficient systems in this Model Library. You'll find it full of valuable hints that can be adapted to any station, large or small.

BMI has been wholeheartedly serving broad-

the BMI-NAB Official Information Center at the NAB Convention.



When it's BMI... *it's yours*

- Every bar of music in BMI's versatile and enormous catalogue is *yours.*
- Every service offered by BMI to improve music programming is *yours.*
- Every BMI song performed over the air is *yours.* Because, you see, *BMI itself is yours.* Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.

casters since 1941. Today, more than 1,700 alert stations are improving their programming with BMI's vast and varied music repertoire... its useful and saleable scripts... its enormous fund of other music programming aids, bulletins, biographies and suggestions.

Industry-owned, industry-operated, BMI is of, by and for the broadcaster. Its services are always yours—today at the NAB Convention, and every other day of the year as well.

Broadcast Music, Inc.

bmi

NEW YORK · CHICAGO · HOLLYWOOD

McGeehan & O'Mara, Inc.

Radio station representation that works and works and works!

247 Park Avenue, New York 17, N. Y.

Chicago • Atlanta • San Francisco • Boston • Detroit

DIRECTORY OF U. S. STATIONS BY FREQUENCIES

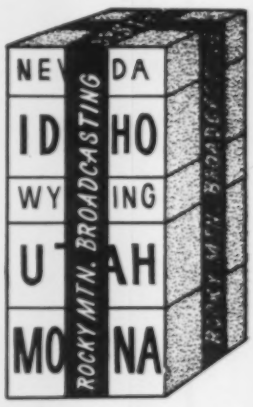
(Continued from page 216)

Call Letters	City	Power in Watts
1330 KC. REGIONAL		
WLOL	Minneapolis, Minn.	DA-5,000
WBBR	Brooklyn, N. Y.	1,000
		*DA-5,000
WEVD	New York, N. Y.	DA-5,000
WHAZ	Troy, N. Y.	1,000
WFIN	Findlay, O.	D-1,000
KALE	Portland, Ore.	DA-N-5,000
†WIKK	Erie, Pa.	DA-5,000
WFBC	Greenville, S. C.	DA-N-5,000
WBTM	Danville, Va.	LS-5,000
	(CP from 1400 kc.)	DA-N-1,000
WHBL	Sheboygan, Wis.	LS-1,000
		N-250
1340 KC. LOCAL		
WCTA	Andalusia, Ala.	250
WKUL	Cullman, Ala.	250
WJOI	Florence, Ala.	250
†WROE	Mobile, Ala.	250
WGWC	Selma, Ala.	250
WFEB	Sylacauga, Ala.	250
KWRZ	Flagstaff, Ariz.	250
KRUX	Glendale, Ariz.	250
†KNOG	Nogales, Ariz.	250
KCNA	Tucson, Ariz.	250
KWFC	Hot Springs, Ark.	250
KFRE	Fresno, Cal.	250
KWSD	Mt. Shasta, Cal.	250
†KDAU	Oroville, Cal.	250
KCMJ	Palm Springs, Cal.	250
KCRA	Sacramento, Cal.	250
	(CP for 1320 kc.)	
KIST	Santa Barbara, Cal.	250
KHUB	Watsonville, Cal.	250
KMYR	Denver, Colo.	250
†KLMR	Lamar, Colo.	250
WNHC	New Haven, Conn.	250
WINX	Washington, D. C.	250
WROD	Daytona Beach, Fla.	250
WDSR	Lake City, Fla.	250
WLAK	Lakeland, Fla.	250
	(CP for 1430)	
†WFLR	Marianna, Fla.	250
WWPG	Palm Beach, Fla.	250
WTAL	Tallahassee, Fla.	250
	(CP for 1270 kc.)	
WGAU	Athens, Ga.	250
WBGE	Atlanta, Ga.	250
WBBQ	Augusta, Ga.	250
WGAA	Cedartown, Ga.	250
WDAK	Columbus, Ga.	250
WMLT	Dublin, Ga.	250
WSAV	Savannah, Ga.	250
	(CP for 630 kc.)	
WWGS	Tifton, Ga.	250
KGEM	Boise, Ida.	250
	(CP for 1140 kc.)	
KLIX	Twin Falls, Ida.	250
WSOY	Decatur, Ill.	250
WJPF	Herrin, Ill.	250
WJOL	Joliet, Ill.	250
WTRC	Elkhart, Ind.	250
WLBC	Muncie, Ind.	250
KROS	Clinton, Iowa	250
KCKN	Kansas City, Kan.	250
KSEK	Pittsburg, Kan.	250
WCMI	Ashland, Ky.	250
WLBJ	Bowling Green, Ky.	250
†WKIC	Hazard, Ky.	250
WLEX	Lexington, Ky.	250
KVOL	Lafayette, La.	250
KRMD	Shreveport, La.	250
WFAU	Augusta, Me.	250
WEIM	Fitchburg, Mass.	250
WNBH	New Bedford, Mass.	250
WBRK	Pittsfield, Mass.	250
WLAV	Grand Rapids, Mich.	250
WDMJ	Marquette, Mich.	250
WMBN	Petoskey, Mich.	250
WEXL	Royal Oak, Mich.	250
†WEVE	Eveleth, Minn.	250
KVOX	Moorhead, Minn.	250
KROC	Rochester, Minn.	250
KWLM	Willmar, Minn.	250
WCBI	Columbus, Miss.	250
WJPR	Greenville, Miss.	250
†WKOZ	Kosciucko, Miss.	250
WAML	Laurel, Miss.	250
KHMO	Hannibal, Mo.	250
	(CP for 1070 kc.)	
†KXEO	Mexico, Mo.	250
KWOC	Poplar Bluff, Mo.	250
KGEZ	Kalispell, Mont.	250
KPRK	Livingston, Mont.	250
KRJF	Miles City, Mont.	250
KORN	Fremont, Neb.	100
KGFW	Kearney, Neb.	250
KERS	Elko, Nev.	250
KATO	Reno, Nev.	250
WLNH	Laconia, N. H.	250
WMID	Atlantic City, N. J.	250
KSIL	Silver City, N. M.	250
WMBO	Auburn, N. Y.	250
WEBR	Buffalo, N. Y.	250
	(CP for 970 kc.)	
WENT	Gloversville, N. Y.	250
WMSA	Massena, N. Y.	250
WALL	Middletown, N. Y.	250
WMFF	Plattsburg, N. Y.	250
	(CP for 960 kc.)	
WNCA	Asheville, N. C.	250
WJRI	Lenoir, N. C.	250
WTSB	Lumberton, N. C.	250
WGNI	Wilmington, N. C.	250
WGTM	Wilson, N. C.	250
WAIR	Winston-Salem, N. C.	250
WIZE	Springfield, O.	250
WSTV	Steubenville, O.	250
KOCY	Oklahoma City, Okla.	250
KOME	Tulsa, Okla.	250
	(CP for 1300 kc.)	
KBND	Bend, Ore.	250
KRUL	Corvallis, Ore.	250
KUIN	Grants Pass, Ore.	250
WFBG	Altoona, Pa.	250
WCVI	Connellsville, Pa.	250
WSAJ	Grove City, Pa.	SH-100
WKRZ	Oil City, Pa.	250
WHAT	Philadelphia, Pa.	100
WTEL	Philadelphia, Pa.	250
WRAW	Reading, Pa.	250
WBRE	Wilkes-Barre, Pa.	250
WHAN	Charleston, S. C.	250
WRHI	Rock Hill, S. C.	250
WFIG	Sumter, S. C.	250
KIJV	Huron, S. D.	250
WBAC	Cleveland, Tenn.	250
WKRM	Columbia, Tenn.	250
WGRV	Greenville, Tenn.	250
WKGN	Knoxville, Tenn.	250
WHHM	Memphis, Tenn.	250
KAND	Corsicanna, Tex.	250
†KNAF	Fredericksburg, Tex.	250
KFYO	Lubbock, Tex.	250
KRBA	Lufkin, Tex.	250
KVKM	Monahans, Tex.	250
KPDN	Pampa, Tex.	250
KOLE	Port Arthur, Tex.	250
†KTXL	San Angelo, Tex.	250
KVIC	Victoria, Tex.	250
KSUB	Cedar City, Utah	250
	(CP for 590 kc.)	
KJAM	Vernal, Utah	250
WKEY	Covington, Va.	250
WGH	Newport News, Va.	250
	(CP for 1310 kc.)	
KXRO	Aberdeen, Wash.	250
KPKW	Pasco, Wash.	250
KREM	Spokane, Wash.	250
WHAR	Clarksburg, W. Va.	250
WEPM	Martinsburg, W. Va.	250
WMON	Montgomery, W. Va.	250
WBRW	Welch, W. Va.	250
†WLDY	Ladysmith, Wis.	100
WEMP	Milwaukee, Wis.	250
WFHR	Wisconsin Rapids, Wis.	250
†KOWB	Laramie, Wyo.	250
†KSWR	Rawlins, Wyo.	250
†KIBH	Seward, Alaska	SH-250
WKJB	Mayaguez, P. R.	250
1350 KC. REGIONAL		
WGAD	Gadsden, Ala.	DA-1,000
†KCSB	San Bernardino, Cal.	D-500
†KSRO	Santa Rosa, Cal.	DA-1,000
KGHF	Pueblo, Colo.	LS-1,000
		N-500
†WNLK	Norwalk, Conn.	D-500
KID	Idaho Falls, Ida.	LS-5,000
		N-500
KRLC	Lewiston, Ida.	DA-N-1,000
	(CP from 1400 kc.)	‡250
WEEK	Peoria, Ill.	DA-1,000
KRNT	Des Moines, Ia.	DA-N-5,000
WSMB	New Orleans, La.	DA-N-5,000
†KREI	Farmington, Mo.	D-1,000
WADC	Akron, O.	DA-5,000
†KRHD	Duncan, Okla.	LS-250
		N-100
WVPO	Stroudsburg, Pa.	D-1,000
WORK	York, Pa.	DA-N-1,000
KCOR	San Antonio, Tex.	D-1,000
1360 KC. REGIONAL		
KFFA	Helena, Ark.	DA-N-1,000
KGB	San Diego, Cal.	1,000
WDRC	Hartford, Conn.	DA-5,000
WKAT	Miami Beach, Fla.	LS-5,000
		N-1,000
KSCJ	Sioux City, Ia.	DA-N-5,000
†WLYN	Lynn, Mass.	D-500
†WGFG	Kalamazoo, Mich.	DA-N-1,000
†WTTH	Port Huron, Mich.	D-1,000
WWBZ	Vineland, N. J.	D-1,000
†WEEB	Southern Pines, N. C.	D-1,000
WSAI	Cincinnati, O.	DA-N-5,000
WMCK	McKeesport, Pa.	DA-N-1,000
WPPA	Pottsville, Pa.	D-500
KRIS	Corpus Christi, Tex.	1,000
KXOL	Ft. Worth, Tex.	DA-N-1,000
†KREL	Goose Creek, Tex.	DA-1,000
KMO	Tacoma, Wash.	5,000
WTAQ	Green Bay, Wis.	DA-5,000
KVRS	Rock Springs, Wyo.	LS-1,000
	(CP from 1400 kc.)	DA-N-500
1370 KC. REGIONAL		
KEEN	San Jose, Cal.	DA-1,000
WCOA	Pensacola, Fla.	LS-1,000
		N-500
		*DA-N-5,000
KDTH	Dubuque, Ia.	DA-N-1,000
KGNO	Dodge City, Kan.	LS-1,000
		N-250
†WESL	Preston, Md.	D-1,000
KXLF	Butte, Mont.	5,000
WFEA	Manchester, N. H.	DA-5,000
WSAY	Rochester, N. Y.	DA-1,000
		*DA-N-5,000
†WLTC	Gastonia, N. C.	D-1,000
WSPD	Toledo, O.	DA-N-5,000
†.....	Pottstown, Pa.	D-1,000
WDEF	Chattanooga, Tenn.	LS-5,000
		DA-N-1,000
†.....	Austin, Tex.	D-1,000
KFRO	Longview, Tex.	DA-N-1,000
WPAB	Ponce, P. R.	1,000
		*5,000

(Continued on page 224)

ROCKY MOUNTAIN BROADCASTING SYSTEM

CALL LETTERS	CITY	FREQUENCY	POWER
KUTA	SALT LAKE CITY, UTAH	570	5,000 WATTS
KGEM	BOISE, IDAHO	1140	10,000 WATTS
KOPR**	BUTTE, MONTANA	550	1,000 WATTS
KLIX	TWIN FALLS, IDAHO	1340	250 WATTS
KBIO	BURLEY, IDAHO	1400	250 WATTS
KEIO	POCATELLO, IDAHO	1440	1,000 WATTS
KIFI	IDAHO FALLS, IDAHO	1400	250 WATTS
KMON**	GREAT FALLS, MONTANA	970	5,000 WATTS



Represented by The KATZ AGENCY **Under Construction

ROCKY MOUNTAIN BROADCASTING SYSTEM HEADQUARTERS

29 South State Street -:- Salt Lake City 1, Utah

"A NEAT PACKAGE"

AFFILIATED WITH the AMERICAN BROADCASTING COMPANY

West Coast Seeks Uniformity For Transcription Productions

LACK of uniform production standards may spell ruin to lush Hollywood transcription business unless more uniform standards are adopted, say many top radio producers from the Coast. With a great onrush of transcription sellers and buyers, it is becoming more and more difficult to separate the wheat from the chaff in the very lucrative field.

TRANSCRIPTIONS are flourishing as never before and considerable production is taking place in Hollywood, which is considered the top talent mart in the country.

Despite the present days of plenty, the transcription industry's golden egg may hatch a cooked goose unless more uniform production standards are adopted. That is the opinion of many of Hollywood's top radio producers who are happy about the acceptance of platters but concerned over the quantity of poor productions currently being marketed.

With more and more talent willing to take the transcription approach to radio, national and regional advertisers are afforded top programs for flexible use in such markets as they aim to concentrate upon. Advertisers of this type are growing numerically, and local sponsors have generally evinced greater interest in transcriptions as result of better talent availabilities.

No Uniform Approach

But the lushness of the market potential has increased the would-be transcription sellers in the virtual proportions of a geometric progression. The mass entry has introduced a host of smaller firms who are anxious to milk the market without due regard for the quality of their product.

This is unfortunate, the better established firms concede, but as yet no uniform approach has been taken by the individual firms. One executive in a key transcription firm believed that something might be undertaken by NAB, while another observed that an industry association might be more practicable.

Small station operators in particular feel that something should be undertaken to standardize the price basis of all transcriptions. At present there are several bases upon which prices are pegged. A uniform approach would lead to more direct decisions and truer evaluations, station managers contend.

Another aspect in the over-all picture is the station resistance to direct sales made with local businesses. Managers further contend that little thought is given to building programs to needs of clients; instead it is believed that transcription firms put the program cart before the sales horse's needs.

Transcription firms credit the Bing Crosby series as a helpful impetus in direction of sales. Its acceptability to Philco has convinced comparable and lesser distributors. And in another direction it has convinced talent. At no time has the listening public suffered from transcriptions as such, but radio's independents will suffer from poor production, key disc salesmen feel.

Good transcription productions are being accepted by the independent stations as their answer to competition for share of audience with network rivals. Strangely, though, acceptance has been greatest in the West with the Midwest second and the East pulling up in last. Broadcasters in the East still seem to feel there is a stigma against platters, transcription salesmen report.

WIND Chicago

the TOP station

all afternoon [12 noon to 6 PM]

7 days a week

July Hooper Index

Now moving to Chicago's Wrigley Building with greatly expanded facilities.

400 N. Michigan Ave., Chicago 11

Instrument for Good

"THE DRAMA in a hospital room played by man and his invention was an uplifting answer to the skeptics," says an editorial in the *Dallas Morning News* of a news item in the paper telling of over a dozen people rushing to a hospital to save the life of a new-born baby and its mother. After an appeal over WFAA enough people with the rare Type A, RH negative blood desired went to the hospital and gave transfusions which were the deciding factor in the two lives. "The minority who malign the radio for what they term its inconsequential commercialism forget that it is an overall instrument for the good, that every year it is educating for the better and ready to help in disaster and crisis," the editorial adds.

IMPROVE FARM HOMES

WNAX Launches Plan Aimed At Looks and Efficiency

LONG-RANGE program for farm homestead improvement in North and South Dakota, Minnesota, Nebraska and Iowa was announced by officials of WNAX Yankton, S. D., fortnight ago after a meeting with agricultural college extension editors of the five states.

Chris Mack, WNAX agricultural director, said the program will center around improvement of the appearance and efficiency of farm homes, yards, buildings. WNAX, with the aid of extension services and other farm groups, hopes its program will "play an important part toward revitalization of the farmstead."

GEORGE C. DAVIS

Consulting Radio Engineer

●

Complete Consulting and
Field Engineering
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CONVENTION ADDRESS: CLARIDGE HOTEL

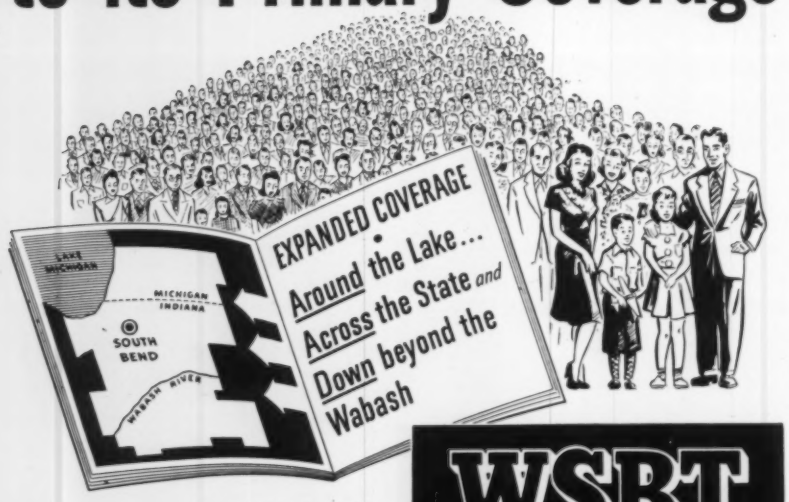
DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts
(Continued from page 220)		
1380 KC. REGIONAL		
†KSBW	Salinas, Cal.	DA-1,000
WTSP	St. Petersburg, Fla.	LS-1,000
		N-500
		*DA-N-5,000
WATL	Atlanta, Ga. (CP from 1400 kc.)	DA-N-5,000
KIDO	Boise, Ida.	LS-2,500
		N-1,000
†WKJG	Ft. Wayne, Ind.	DA-5,000
KWK	St. Louis, Mo.	LS-5,000
		N-1,000
		*DA-N-5,000
WAWZ	Zarepath, N. J.	LS-5,000
		DA-U-N-1,000
WBNX	New York, N. Y.	DA-5,000
WLOS	Asheville, N. C.	LS-5,000
		DA-N-1,000
KSWO	Lawton, Okla.	DA-1,000
KOTA	Rapid City, S. D.	DA-N-5,000
KPBX	Beaumont, Tex.	D-1,000
KBWD	Brownwood, Tex.	LS-1,000
		N-500
KTSM	El Paso, Tex.	LS-1,000
		N-500
WSYB	Rutland, Vt.	DA-N-1,000
WMBG	Richmond, Va.	DA-N-5,000
†WBEL]	Beloit, Wis.	D-500
KHON	Honolulu, T. H.	5,000
1390 KC. REGIONAL		
KGER	Long Beach, Cal.	DA-N-5,000
WGES	Chicago, Ill.	DA-5,000
KCBC	Des Moines, Ia.	DA-1,000
WFBL	Syracuse, N. Y.	DA-N-5,000
KLPM	Minot, N. D.	LS-5,000
		N-1,000
WFMJ	Youngstown, O. (CP from 1450 kc.)	DA-N-5,000
KCRC	Enid, Okla.	DA-1,000
KSLM	Salem, Ore.	1,000
WCSC	Charleston, S. C.	LS-1,000
		N-500
		*DA-N-5,000
WTJS	Jackson, Tenn.	DA-N-1,000
WEAM	Arlington, Va.	D-1,000
WWOD	Lynchburg, Va.	DA-1,000
1400 KC. LOCAL		
WJLD	Bessemer, Ala.	250
WMSL	Decatur, Ala.	250
†WXAL	Demopolis, Ala.	250
WAGF	Dothan, Ala. (CP for 1320 kc.)	250
WGNH	Gadsden, Ala.	250
WJHO	Opelika, Ala.	LS-259
		N-100
KARV	Mesa, Ariz.	250
KTUC	Tucson, Ariz.	250
†KSOL	Yuma, Ariz.	250
KELD	El Dorado, Ark.	250
KFPW	Fort Smith, Ark.	250
KCLA	Pine Bluff, Ark.	250
KRE	Berkeley, Cal.	250
KGFN	Grass Valley	250
KREO	Indio, Cal.	250
KCOY	Santa Maria, Cal.	250
†KSPA	Santa Maria, Cal.	250
†KUKH	Ukiah, Cal.	250
KKIN	Visalia, Cal.	250
†KRLN	Canon City, Colo.	250
KIUP	Durango, Colo.	250
KCOL	Fort Collins, Colo.	250
KOKO	LaJunta, Colo.	250
WNOC	Norwich, Conn.	250
WSTC	Stamford, Conn.	250
WFTL	Ft. Lauderdale, Fla.	250
WIRA	Ft. Pierce, Fla.	250
WMBR	Jacksonville, Fla. (CP for 1460 kc.)	250
WTRR	Sanford, Fla.	250
WATL	Atlanta, Ga. (CP for 1380 kc.)	250
WSGC	Elberton, Ga.	250
WNEX	Macon, Ga.	250
WMGA	Moultrie, Ga.	250
†WCOH	Newnan, Ga.	250
WDAR	Savannah, Ga.	250
KBIO	Burley, Ida.	250
KIFI	Idaho Falls, Ida.	250
KRLC	Lewiston, Ida. (CP for 1350 kc.)	250
KRPL	Moscow, Ida.	250
WDWS	Champaign, Ill.	250
WGIL	Galesburg, Ill.	250
WEOA	Evansville, Ind.	250
WKMO	Kokomo, Ind.	250
KVFD	Ft. Dodge, Ia.	250
KTSW	Emporia, Kan.	250
KVGB	Great Bend, Kan. (CP for 1590 kc.)	250
†KAYS	Hays, Kan.	250
WCTT	Corbin, Ky.	250
WGRC	Louisville, Ky.	250
KSYL	Alexandria, La.	500
WLCS	Baton Rouge, La.	250
†KWSL	Lake Charles, La.	250
WRDO	Augusta, Me.	250
WCBM	Baltimore, Md.	250
WHYN	Holyoke, Mass.	250
WLLH	Lowell, Mass.	250
WELL	Battle Creek, Mich.	250
WHDF	Calumet, Mich. *Houghton	250
WJLB	Detroit, Mich.	250
WSAM	Saginaw, Mich.	250
WTCM	Traverse City, Mich.	250
KLIZ	Brainerd, Minn.	250
KMHL	Marshall, Minn.	250
WMIN	St. Paul, Minn.	250
WHLB	Virginia, Minn.	250
†WRXL	Grenada, Miss.	250
WFOR	Hattiesburg, Miss.	250
WJQS	Jackson, Miss.	250
WMBC	Macon, Miss.	250
KFVS	Cape Girardeau, Mo. (CP for 960 kc.)	250
KFRU	Columbia, Mo.	250
†KSIM	Sikeston, Mo.	250
KTTS	Springfield, Mo.	250
KXLK	Great Falls, Mont.	250
†KMSU	Missoula, Mont.	250
KOLN	Lincoln, Neb.	250
†KNEV	Fallon, Nev.	250
KENO	Las Vegas, Nev.	250
KCHS	Hot Springs, N. M.	250
KGFL	Roswell, N. M.	250
KTRC	Santa Fe, N. M.	250
KTNM	Tucumcari, N. M.	250
WABY	Albany, N. Y.	250
WBNY	Buffalo, N. Y.	250
WELM	Elmira, N. Y.	250
†WMDL	Middletown, N. Y.	100
WSLB	Ogdenburg, N. Y.	250
†WDOS	Oneonta, N. Y.	250
WCNC	Elizabeth City, N. C.	250
WGBR	Goldsboro, N. C.	250
WSIC	Statesville, N. C.	250
†WHCC	Waynesville, N. C.	250
WMFD	Wilmington, N. C. (CP for 630 kc.)	250
†KNOX	Grand Forks, N. D.	250
WMAN	Mansfield, O.	250
WPAY	Portsmouth, O.	250
WRRN	Warren, O. (CP for 1440 kc.)	250
KWON	Bartlesville, Okla.	250
KTMC	McAlester, Okla.	250
KTOK	Oklahoma City, Okla. (CP for 1000 kc.)	250
KWIN	Ashland, Ore.	250
KUGN	Eugene, Ore.	250
WEST	Easton, Pa.	250
WHGB	Harrisburg, Pa.	250
WHUN	Huntingdon, Pa.	250
WJAC	Johnstown, Pa.	250
WDAS	Philadelphia, Pa.	250
WARM	Scranton, Pa.	250
WRAK	Williamsport, Pa.	250
†WBSC	Bennettsville, S. C.	250
WCOS	Columbia, S. C.	250
WORD	Spartanburg, S. C.	250
WJZM	Clarksville, Tenn.	250
WHUB	Cookeville, Tenn.	250
WKPT	Kingsport, Tenn.	250
WGAP	Maryville, Tenn.	250
WHBQ	Memphis, Tenn.	250
WHAL	Shelbyville, Tenn.	250
†KRUN	Ballinger, Tex.	250
KLUF	Galveston, Tex.	250
KGVL	Greenville, Tex.	250
KEBE	Jacksonville, Tex.	250
KIUN	Pecos, Tex.	250
KVOP	Plainview, Tex.	250
KONO	San Antonio, Tex.	250
KDWT	Stamford, Tex.	250
KTEM	Temple, Tex.	250
KTFS	Texarkana, Tex.	250
KNAK	Salt Lake City, Utah (CP for 1280 kc.)	250
WBTM	Danville, Va. (CP for 1330 kc.)	250
WBOB	Galax, Va.	250
†WHLF	South Boston, Va.	250
WTON	Staunton, Va.	250
WINC	Winchester, Va.	250
KRKO	Everett, Wash.	250
KWLK	Longview, Wash.	250
†KYAK	Yakima, Wash.	250
WCAW	Charleston, W. Va.	250
WBLK	Clarksburg, W. Va.	250
WRON	Ronceverete, W. Va.	250
WKWK	Wheeling, W. Va.	250
WBTH	Williamson, W. Va.	250
WATW	Ashland, Wis.	250
†WBIZ	Eau Claire, Wis.	250
WDUZ	Green Bay, Wis.	250
WRJN	Racine, Wis.	250
WSAU	Wausau, Wis.	250
KODI	Cody, Wyo.	250

(Continued on page 228)

NOW—WITH 5000 WATTS—

WSBT Has Added 138,680 Radio Families* to its Primary Coverage



960 KILOCYCLES
COLUMBIA NETWORK

WSBT
SOUTH BEND

*Estimated by counties from BMB Report

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Banish this Nightmare!

YES, it's such a bore to hear the same "canned" newscast in the same words . . . over and over again . . . one station duplicating another like a procession of parrots. The public has a simple defense mechanism in such cases. It merely twirls the dial to something else. The public has little patience with microphone parrots.

To have consistently interesting news programs, to produce the kind of distinctive newscasts your listening audience looks forward to tuning in regularly, you cannot afford to be without International News Service, the basic ingredient of America's finest newscasts.

With INS you get the greatest variety of news, the news behind the news, and the latest fresh angles—all in a continuous flow so that at no time must you succumb to audience-killing repetitions.

There's never an idle, never a dull moment on the INS wire. The INS newscaster never sounds like a parrot—because he has a constant flow of fresh, rich, *new* material to draw upon. The emphasis is on human interest, and local and regional as well as national and international significance. The writing is the product of journalism's greatest craftsmen—men and women whose superior abilities make for distinctive newscasting and permanent *INTERESTED* listening audiences.

Banish the parrot from your microphones! Give your radio audience the fuller benefits of INS—the best news service "buy" in America for radio.

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.

No Mystery in Philo's Bank Promotion

Vance Series Success Says Oklahoma City Banking V P

By D. W. HOGAN JR.
Vice President, City National Bank and Trust Co., Oklahoma City

TO PROMOTE the mystery series of the City National Bank & Trust Co. of Oklahoma City, WKY has run an average of two a week on the air promotion spots, prepared a lobby display for the bank, inserted an average of one ad per month in the "Daily Oklahoman" Sunday edition, and has taken 25 column inches of advertising for the show in recent months. Mr. Hogan, who here presents the story of the program's sponsorship, has been selected to conduct a radio clinic at the 32d annual convention of the Financial Advertisers Assn., meeting in New York Oct. 6-9.

WE STUMBLED onto Philo Vance! Philo is also the name of the little fat banker, with top hat and tails, who appears in our advertising. Enterprising WKY, Oklahoma City's NBC outlet, hit upon the possibility of linking the talents of these two Philos and offered us the new half hour transcriptions of S. S. Van Dine's *Philo Vance*, billed as "America's top detective."

Mr. Hogan

During the war, we had sponsored Edward R. Murrow (direct from London over CBS) in the Oklahoma City market.

After the war, however, we felt that newscasts had slipped sharply and because last summer's Hooper indicated that seven of the ten top shows were mysteries, we bought fifteen minutes on Sunday afternoon following *One Man's Family* and sponsored a not too good transcribed mystery during the rest of the summer.

More Time

Last November, we bought an additional fifteen minutes and sponsored *Philo Vance*. Because our program was followed by *Quiz Kids*, we were between two high-rated NBC shows.

Philo Vance is sold by Ziv, producer and transcriber of shows of network calibre for local markets and pocket books. But it costs, too; about two-thirds as much as the station time. Several weeks ago, *Time* magazine mentioned the concern of the networks over Ziv's seven and a half billion dollar transcription business.

On Sunday, April 13, we attempted to make a survey of our program, using the Hooper technique. Thirty-four persons participated, each receiving a page of the telephone book. Residence numbers, only, were called. Two questions were asked: "Were you listening to your radio just now?" and "To what program were you listening, please?"

Results: 870 calls were completed and 378 were listening to the radio, a good percentage, I am told. 134 were listening to our program, 108 to another mystery, 60 to popular music, 61 to the symphony, and 15 to outside stations. Our rating was 15.4, meaning that 15.4% of the radios in one listening area were tuned in on our program. Also, 64% of those tuned in were listening to mysteries.

To analyze the survey conservatively, WKY took the BMB 25% bracket with a record of 271,900 audience families, 15.4% gives us 41,872 families listening to our show and multiplied by 3.1 per family (the accepted standard) we get a total of 129,803 listeners and are thereby inclined to believe we have the right program for this market at this time and at a most economical cost per impression actually delivered.

1. A good spot (by a network program, if possible) is essential.
2. The type of program should have appeal to the listening audience.
3. Enough should be spent for talent to insure above average circulation.
4. Transcriptions on plastic platters eliminate surface noise.
5. Department store technique appeals to prospects at their own level.
6. Narrative commercials can sell specific services.
7. Sunday afternoon: night audiences at day time rates.

Sample Announcements

BACK TO our story in just a moment. But right now I'd like to have a word with the housewives, who find themselves so busy with the household that it's next to impossible for them to get into town to pay bills. The answer to your problem, ladies, is a checking account that allows the postman to make your payments . . . that permits you to transact your business by mail. This convenient service is called THRIFTICHECK, and it's an exclusive feature of the City National Bank. To begin with, you can open a THRIFTICHECK account with any amount in just about five minutes: You receive a handsome THRIFTICHECK book of twenty checks for two dollars—and—there are no other deposits costs or service charges. What's more during the short time it takes to open your account, your name is printed on each THRIFTICHECK—a personalized service that adds prestige to your business transactions. Then, when bills become due, you merely mail your individual THRIFTICHECK and it, in turn, is endorsed and sent back to you as a valid receipt of payment. So why not let THRIFTICHECK render its safe, economical and convenient service. You'll find it a household helper you can't afford to be without. Ask for THRIFTICHECK tomorrow, at the CITY NATIONAL BANK AND TRUST COMPANY, Grand at Robinson, Oklahoma City, a member of the Federal Deposit Insurance Corporation. . . . And now, back to the SWING STREET MURDER CASE.

* * *

WE'LL RETURN to the Swing Street Murder Case in a moment. The age old puzzle of the man at the fork of the road led us to a thought in rhyme that goes like this:

"A road that's well selected
Is a future well protected."

I don't think any of us enjoy rough,

(Continued on page 230)

RUSSELL P. MAY
CONSULTING RADIO ENGINEER

* * * *

AM - FM - TV

* * * *

ALLOCATION ENGINEERING
TECHNICAL REPRESENTATION
ANTENNA DESIGN
FIELD ENGINEERING

KELLOGG BUILDING WASHINGTON 4, D. C. REPUBLIC 3984

IMMEDIATE DELIVERY

CLOSED

NEW 1948 AC-DC PORTO-PLAYBACK

for 16 inch transcription records

specifications and features

weight: 24 lbs. complete.

case: Attractive, sturdy, light, 5 ply Weldwood case. Brown outside, cherry red inside. Finished in fine grain water repellent fabric with non-rust brass fittings.

size: 16½" x 16½" x 8".

speaker: Latest design 6" permanent magnet Jensen speaker with special oversized magnetic field.

equalizer: Correct equalization network for shellac, NAB standard, orthacoustic and flat recordings. (EXTRA —one special position for *low level* recordings.)

pick-up: Latest model true tangent Astatic transcription pick-up with permanent sapphire nylon shank stylus.

motor: Dual speed 33⅓ and 78 r.p.m. with improved heavy duty motor sealed in oil, operating on either AC or DC current.

controls: Separate tone, equalizer and volume controls.

price: $140. Net F.O.B. New York.

CHARLES MICHELSON PORTO-PLAYBACK EQUIPMENT USED BY

WIGM
WCBI
KXLR
KPRO
WPAY
WTSR
WORD
CKAC
WCOS
WBML
WAGM
KGNO

AND MANY OTHERS

The new CHARLES MICHELSON INC. AC-DC PORTO-PLAYBACK is a boon to advertising agencies, radio stations, transcription companies and schools.

Completely new in every respect, this compact, lightweight machine is designed to faithfully reproduce your program or presentation on 16" transcriptions at 33⅓ r.p.m., or 10" and 12" phonograph records at 78 r.p.m.

The permanent sapphire nylon shank stylus that will not scratch your record—the ease of operation—the clarity and quality of tone—the handsome, sturdily built case, are but a few of the outstanding features incorporated in this latest AC-DC PORTO-PLAYBACK.

To tell and sell your sales story better, order yours NOW.

OPEN

MAIL THIS COUPON NOW FOR IMMEDIATE DELIVERY

Gentlemen:

Please enter our order for immediate delivery of your new AC-DC PORTO-PLAYBACK at $140 each, f.o.b. New York.

☐ check encl. ☐ Ship C.O.D.

NAME .....

ADDRESS .....

CITY ..... **ZONE** ..... **STATE** .....

CHARLES MICHELSON INC.

PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 WEST 44th STREET, N.Y. 18 • PHONE MURRAY HILL 2-3376

VISIT OUR EXHIBIT — BOOTH 107-A

And in Rochester...

Minnesota's International Market

everyone listens to and accepts

KROC

ROCHESTER

Dominating the "*TRIPLE MARKET*"

1. **INTERNATIONAL.** 350,000 International visitors from all parts of the world visit Rochester every year and KROC is their only static-free station, and spend $16,800,000.00.
2. **METROPOLITAN.** 34,000 able-to-buy consumers live and work in Rochester, where some of the largest plants, hatcheries and canneries in the world are located, and spend $190,324,000.00 annually.
3. **RURAL.** 87,200 Rural consumers reside in the KROC primary coverage area... listen and respond to NBC's top stars and local interest programs, and have a buying income of $118,631,000.00 annually.

	Population	Families	Radio Homes	% Radio
Primary Coverage Area	256,453	65,272	59,030	90.0
Secondary Coverage Area	252,557	66,075	58,529	88.6
Total Primary & Secondary	509,010	131,347	117,559	89.4

Plus 350,000 annual International Visitors...

RESULT: $386,622,000.00 Effective Buying Income in the KROC Triple Market Area.

EVERYONE DIALS TO KROC — **NBC** Minnesota Network, Northwest Network

Southern Minnesota's Oldest Radio Station

Established 1935

IN ROCHESTER, MINNESOTA

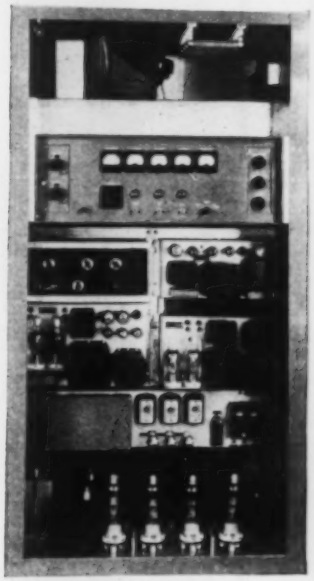
Nationally represented by the John E. Pearson Company

Call Letters	City	Power in Watts
(Continued from page 224)		
	1400 KC. LOCAL	
KVRS	Rock Springs, Wyo. (CP for 1360 kc.)	250
†WRMP	Mayaguez, P. R.	250
†	San Juan, P. R.	250
	1410 KC. REGIONAL	
WALA	Mobile, Ala.	DA-N-5,000
KERN	Bakersfield, Cal.	1,000
WONS	Hartford, Conn.	DA-5,000
†KCLO	Leavenworth, Kan.	D-250
†WGRD	Grand Rapids, Mich.	D-1,000
WEGO	Concord, N. C.	D-1,000
WING	Dayton, O.	DA-N-5,000
KQV	Pittsburgh, Pa.	DA-5,000
KRIG	Odessa, Tex.	DA-N-1,000
WKBH	LaCrosse, Wis.	DA-N-5,000
KWYO	Sheridan, Wyo.	LS-1,000 N-500
	1420 KC. REGIONAL	
†KSTN	Stockton, Cal.	DA-1,000
WRBL	Columbus, Ga.	DA-N-5,000
†WIMS	Michigan City, Ind.	D-1,000
WOC	Davenport, Iowa	DA-5,000
†KWBB	Wichita, Kan.	D-500
†WVJS	Owensboro, Ky.	DA-1,000
WQBC	Vicksburg, Miss.	LS-1,000 N-500
†WCSR	Cobleskill, N. Y.	D-1,000
WHK	Cleveland, O.	DA-N-5,000
KTJS	Hobart, Okla.	D-250
WFCI	Pawtucket, R. I.	DA-5,000
KABR	Aberdeen, S. D.	DA-N-5,000
†KTRE	Lufkin, Tex.	DA-N-1,000
WWSR	St. Albans, Vt.	D-1,000
KUJ	Walla Walla, Wash.	1,000 *DA-N-5,000
WPRP	Ponce, P. R. (CP for 910 kc.)	250
	1430 KC. REGIONAL	
KARM	Fresno, Cal.	DA-5,000
KWKW	Pasadena, Cal.	DA-D-1,000
WLAK	Lakeland, Fla. (CP from 1340 kc.)	1,000
WIRE	Indianapolis, Ind.	DA-N-5,000
WILS	Lansing, Mich.	D-500
WNJR	Newark, N. J.	DA-N-5,000
WBYN	Brooklyn, N. Y.	LS-1,000 N-500
KTUL	Tulsa, Okla.	DA-N-5,000
†WVAM	Altoona, Pa.	DA-1,000
†KSTB	Breckenridge, Tex.	D-500
†KCOH	Houston, Tex.	D-1,000
KLO	Ogden, Utah	DA-5,000
KBRC	Mt. Vernon, Wash.	D-500
KNEW	Spokane, Wash.	DA-5,000
†WEXT	Milwaukee, Wis.	D-1,000
	1440 KC. REGIONAL	
WSFA	Montgomery, Ala.	DA-N-1,000
†KVON	Napa, Cal.	DA-500
KPRO	Riverside, Cal.	1,000
KEIO	Pocatello, Ida. (CP from 1450 kc.)	DA-500
†WGEM	Quincy, Ill.	DA-1,000
WROK	Rockford, Ill.	LS-1,000 N-500
†KJAY	Topeka, Kan.	LS-5,000 DA-U-N-1,000
KMLB	Monroe, La.	LS-5,000 DA-N-1,000
WAAB	Worcester, Mass.	DA-5,000
WBCM	Bay City, Mich.	LS-1,000 N-500
†WJJL	Niagara Falls, N. Y.	D-1,000
KFJM	Grand Forks, N. D.	LS-1,000 N-500
KILO	Grand Forks, N. Y.	LS-1,000 N-500
WRRN	Warren, O. (CP from 1400 kc.)	DA-5,000
KMED	Medford, Ore.	1,000 *LS-5,000 *N-1,000
KEYS	Corpus Christi, Tex. (CP from 1490 kc.)	LS-1,000 DA-N-500
WHIS	Bluefield, W. Va.	LS-1,000 N-500 *DA-5,000
	1450 KC. LOCAL	
WHMA	Anniston, Ala.	250
WDIG	Dothan, Ala.	250
WFUN	Huntsville, Ala.	250
WLAY	Muscle Shoals City, Ala.	250
WTBC	Tuscaloosa, Ala. (CP for 1230 kc.)	250
KAWT	Douglas, Ari.	250
KPSC	Phoenix, Ariz.	250
KOPO	Tucson, Ariz.	250
KAMD	Camden, Ark.	250
KGRH	Fayetteville, Ark.	250
KXLR	N. Little Rock, Ark.	250
†KUCB	Blythe, Cal.	250
KMYC	Maryville, Cal.	250
KTIP	Porterville, Cal.	250
KFMB	San Diego, Cal.	250
KSAN	San Francisco, Cal.	250
KSMA	Santa Maria, Cal.	250
KGIW	Alamosa, Colo.	250
†KCSM	Colorado Springs, Colo.	250
WNAB	Bridgeport, Conn.	250
WILM	Wilmington, Del.	250
WWDC	Washington, D. C.	250
WMFJ	Daytona Beach, Fla.	250
†WWPB	Miami, Fla.	250
WBSR	Pensacola, Fla.	250
WSPB	Sarasota, Fla.	250
WRHP	Tallahassee, Fla.	250
WGPC	Albany, Ga.	250
WBHF	Carterville, Ga.	250
WKEU	Griffin, Ga.	250
WMVG	Milledgeville, Ga.	250
WCCP	Savannah, Ga.	250
WRLC	Toccoa, Ga.	250
WGOV	Valdosta, Ga. (CP for 950 kc.)	250
WRQN	Vidalia, Ga.	250
KEIO	Pocatello, Ida. (CP for 1440 kc.)	250
KVMV	Twin Falls, Ida.	250
KWAL	Wallace, Ida. (CP for 620 kc.)	250
WHFC	Cicero, Ill.	250
WCVS	Springfield, Ill.	250
†WANE	Ft. Wayne, Ind.	250
WGL	Ft. Wayne, Ind. (CP for 1250 kc.)	250
WASK	Lafayette, Ind.	250
WAOV	Vincennes, Ind.	250
KTRI	Sioux City, Ia. (CP for 1470 kc.)	250
KVAK	Atchinson, Kans. (CP for 1470 kc.)	250
KWBW	Hutchinson, Kan.	250
WLAP	Lexington, Ky.	250
WPAD	Paducah, Ky.	250
KSIG	Crowley, La.	250
KWCJ	Natchitoches, La.	250
WNOE	New Orleans, La.	250
WGUY	Bangor, Me.	250
WPOR	Portland, Me.	250
WAGM	Presque Isle, Me.	250
WTBO	Cumberland, Md.	250
WMAS	Springfield, Mass.	250
WATZ	Alpena, Mich.	250
†	Holland, Mich.	250
WMIQ	Iron Mountain, Mich.	250
WJMS	Ironwood, Mich. (CP for 630 kc.)	250
WIBM	Jackson, Mich.	250
WKLA	Ludington, Mich.	250
WHLS	Port Huron, Mich.	250
KATE	Albert Lea, Minn.	250
KBUN	Bemidji, Minn.	250
†WXLT	Ely, Minn.	250
KFAM	St. Cloud, Minn.	250
WROX	Clarksdale, Miss.	250
WCJU	Columbia, Miss.	250
WSLI	Jackson, Miss. (CP for 930 kc.)	250
WJXN	Jackson, Miss.	250
WTOK	Meridian, Miss.	250
†WROB	West Point, Miss.	250
WMBH	Joplin, Mo.	250
†KIRX	Kirksville, Mo.	250
KSGM	Ste. Genevieve, Mo.	250
†KWPM	West Plains, Mo.	250
KXLQ	Bozeman, Mont.	250
KXLL	Missoula, Mont.	250
†KBRL	McCook, Neb.	250
KBNE	Boulder City, Nev.	250
†KVNC	Carson City, Nev.	250
WKXL	Concord, N. H.	250
WFPG	Atlantic City, N. J.	250
WCTC	New Brunswick, N. J.	250
KOAT	Albuquerque, N. M.	250
KSVP	Artesia, N. M.	250
†KOBE	Las Cruces, N. Mex.	250
WHDL	Allegany, N. Y.	250
†WENE	Endicott, N. Y.	250
WWSC	Glens Falls, N. Y.	250
WKIP	Poughkeepsie, N. Y.	250
WKAL	Rome, N. Y.	250
WNBZ	Saranac Lake, N. Y.	250
WFNC	Fayetteville, N. C.	250
WGNC	Gastonia, N. C.	250
WHKP	Hendersonville, N. C.	250
WBUY	Lexington, N. C. (CP from 1190 kc.)	250
WHIT	New Bern, N. C.	250
WILX	N. Wilkesboro, N. C.	250
WEED	Rocky Mount, N. C.	250
WMOH	Hamilton, O.	250
†	Sandusky, O.	250
WFMJ	Youngstown, O. (CP for 1390 kc.)	250
KWHW	Altus, Okla.	250
KGFF	Shawnee, Okla.	250
†KSIW	Woodward, Okla.	250
†KWRO	Coquille, Ore.	250
KORE	Eugene, Ore.	250
KFLW	Klamath Falls, Ore.	250
KLBM	LaGrande, Ore.	250
KSRV	Ontario, Ore.	250
KBPS	Portland, Ore.	SH-100
WLEU	Erie, Pa.	250
WDAD	Indiana, Pa.	250
WPAM	Pottsville, Pa.	250
WMAJ	State College, Pa.	250
WJPA	Washington, Pa.	250
WILK	Wilkes Barre, Pa.	250
WCRS	Greenwood, S. C.	250
WHSC	Hartsville, S. C.	250
WRNO	Orangeburg, S. C.	250
KDST	Deadwood, S. D.	250
WLAR	Athens, Tenn.	250
WAGC	Chattanooga, Tenn.	250
WDSG	Dyersburg, Tenn.	250
†WCRK	Morristown, Tenn.	250
WGNS	Murfreesboro, Tenn.	250
†WOND	Oak Ridge, Tenn.	250
KRBC	Abilene, Tex.	250
KRIC	Beaumont, Tex.	250
KDNT	Denton, Tex.	250
†KXEG	Eagle Pass, Tex.	250
†KCTI	Gonzales, Tex.	250
†KSPT	Lubbock, Tex.	250
KMHT	Marshall, Tex.	250
KOSA	Odessa, Tex.	250

(Continued on page 232)

Beauty that is more than skin deep

DU MONT MASTER SERIES TELEVISION TRANSMITTER



Featuring...

Rated signal output power of 5 KW (peak) visual and 2.5 KW aural on any specified FCC commercial television broadcast channel between 44 and 88 megacycles.

Built to required frequency—not a costly "all band" job.

Comprises 5 KW Power Supply, 500 W Visual, 5 KW Visual, 1 KW Aural and 2.5 KW Aural transmitting units, *plus* Du Mont Transmitter Control Console.

Simplified control. Two switches for visual and two for aural transmitters. All functions controlled either at transmitter units or at control console. Also double metering.

Aural and visual transmitters can be operated independently when desired. Independent crystal control.

Extreme accessibility. Almost every tube accessible from front; balance from rear. Likewise with circuits and components.

Circuit symbols and components stamped on chassis for ready identification and fool-proof replacement.

Employs inexpensive tubes—most expensive type under $125.00! This means real economy, first and last.

Built-in wobbulator. Also three built-in cathode-ray tubes for instant checking of critical waveform and performance.

Units designed to permit addition of 25 KW amplifier when available for high-power operation.

"Skin" designed to take five units together or separately, as space and operational requirements dictate.

Simplicity, accessibility, ruggedness, long-lasting—yes, products of Du Mont's "operation-proved" engineering—such is that rare beauty found beneath the attractive casing or "skin" of the Du Mont Master Series Television Transmitter.

Now available for prompt delivery to discriminating telecasters, it reflects Du Mont's primary objective of built-to-last equipment emphasizing maximum reliability and minimum obsolescence under all telecasting conditions.

START AS SMALL AS YOU WISH, WITH THE DU MONT *Acorn Package*

The commercial telecaster and his engineering staff—those hard-boiled fellows no longer interested in experimental operation—are assured equipment that's *easy* to install, *easy* to operate, *easy* to service, *easy* to maintain on the air for extended periods, with minimum of attention and expense.

One after another these Du Mont transmitters are pioneering in area after area. Their day-by-day performances best tell—and illustrate—the story of practical telecasting.

Call, 'phone or write for detailed information on Du Mont television equipment fitted to your plan—and budget.

© ALLEN B. DU MONT LABORATORIES, INC.

DU MONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY

Vance Series

(*Continued from page 226*)

bumpy roads that lead to a dead end . . . we all like the smooth, broad avenues that move to a bright new horizon. And—the surest and easiest way toward tomorrow's bright new horizon is the avenue of security we pave with a savings account. By choosing the right road now, and setting aside a small amount which you add to regularly, you'll soon be pleasantly surprised to find you have a large cash reserve that means security for you and your family. So, forgiving our poetry, we hope you'll take "the road that's well selected—a future well protected . . ."—and become the wise owner of a savings account. A savings account at City National Bank pays one per cent on amounts below one-thousand dollars and one-half per cent above one thousand. Ask about a savings account tomorrow at the CITY NATIONAL BANK AND TRUST COMPANY, Grand at Robinson, Oklahoma City, a member of the Federal Deposit Insurance Corporation . . . AND now, back to our story.

* * *

FRIENDS, if you're financing or refinancing your automobile, you owe it to your pocket-book to know about City National's Automobile Loan Plan. The City National Bank will lend up to two-thirds of the automobile's list price, including the cost of any accessories as well as the cost of insurance. The insurance may be placed with your local agent to assure personal handling. And you needn't be a depositor of the City National to use the Automobile Loan Plan. So for fast action, low-cost, convenience and all-'round satisfaction, finance with an automobile loan at the CITY NATIONAL BANK AND TRUST COMPANY, Grand at Robinson, Oklahoma City, where it's still smart to be thrifty. And now, the explanation of today's mystery.

Finds Missing Woman

A TRAIN DIRECTOR was able to identify an 80-year old woman who had been missing for three days from her Berkeley, Calif. home, thanks to a newscast by KLX Oakland. Police in the Bay Area had been appealed to search for the woman, and KLX was asked to broadcast her description. Within 15 minutes after the story was aired the train director notified the station that a person answering that description suffered a broken hip when knocked to the ground by a hasty commuter in the station and had been taken to an Oakland hospital.

STATION BREAK PROMOTION

KWBU Splashes Real Water In Station Announcements; Makes Each Advertiser Own Announcer

HOMER HOGAN, general manager of KWBU Corpus Christi, thinks his station has the nation's most unusual station identification.

Several weeks ago Mr. Hogan decided something should be done to improve the familiar station breaks. Since Corpus Christi is famous as one of the Southwest's biggest port cities he directed his sound effects department to combine the deep blast of an ocean liner's whistle with the shrill pipe of a tug boat. For good measure he added the sound of waves washing against the shore. A believer in realism, he had each announcer make his own sound effect by splashing his hands in a bucket of water. At the same time the announcer would identify the station as "KWBU, Corpus Christi, the Port of Play and Pleasure." The response was both immediate and gratifying. But Mr. Hogan was not yet satisfied. He decided to invite leading KWBU advertisers to come to the station and record their own version of the call letters and identification. After recording a score or more they were used between programs with each advertiser eagerly standing by his radio to enjoy the thrill of listening to his own voice. To make sure the amateur announcers become devoted listeners, Mr. Hogan jugles the records around daily. He also reports a rush of business from Corpus Christi merchants who are anxious to be heard on the air. Mr. Hogan is one of the pioneers of radio, having managed KYW in 1926 when it was operated in Chicago.

KGNC Harvest

A BOUNTIFUL wheat harvest has been completed on the high plains of West Texas, and farmers are grateful for cooperation of KGNC Amarillo. A few weeks before the harvest got underway, farmers were fearful that they would lose their crops because of the shortage of combines and an unequal distribution of available labor. The wheat was ripening fast and had to be cut immediately. J. P. Linn, farm editor of KGNC, got together with J. B. Kidd, area coordinator at Texas A & M College Extension Service at Plainview, and worked out a plan to secure the needed equipment and men. Mr. Linn made arrangements with the sponsors of his *Trading Post* program to use this period for broadcasts direct from Mr. Kidd's office. Farmers relayed data on their needs to Mr. Kidd via county agricultural agents and Mr. Kidd analyzed the situation and went on the air to direct "traffic" of machinery and labor. Farmers, harvest hands and combine operators throughout the section were then advised to listen to the program each day.

Listeners Win $1,000

WHLI Hempstead, N. Y., offered $1,000 in prizes to listeners during its first day on the air. The giveaways ranged from household and kitchen equipment to toy electric trains, and were awarded in a series of contests extending from 7 a.m. to 8 p.m. The day was designated "WHLI Day" by Hempstead's mayor, E. A. Ashdown. Known as "The Voice of Long Island," WHLI is a 250-w daytime station on 1100 kc.

"VIC" DIEHM SAYS:
Take a Look at These UNDISPUTED FACTS
WAZL
Established 1932 · Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

*BMB figures

We are right in the heart of Pennsylvania's rich Northeast Area—located in Luzerne County . . . the THIRD largest populated county in the State. We have a 90% listening audience.* Nine out of ten Radio Families in our Coverage Area hear your Sales Message every week.

Our Advertisers are satisfied advertisers. A full promotion program supplements time buyers programs in this $55,000,000 market.

This all means **Increased Sales Gains** for you.

for further information write:
Vic Diehm (Gen. Mgr.) WAZL or Radio Advertising Co.
521 Fifth Ave., N. Y. 17, N. Y.

1490 KC

1947 is *WGR*'s year in Buffalo....with new highs in ratings....new power and FM equipment under construction ...new vitality and growth being "sparked" by new ownership*

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

WGR Broadcasting Corporation ... Rand Building ... Buffalo 3, New York

National Representatives, Free & Peters Inc.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 228)

1450 KC LOCAL

Call Letters	City	Power in Watts
KNET	Palestine, Tex.	250
†WFTR	Front Royal, Va.	250
WMVA	Martinsville, Va.	250
WNVA	Norton, Va.	250
WBBL	Richmond, Va.	250
WLEE	Richmond, Va.	250
WLPM	Suffolk, Va.	250
†KSEM	Moses Lake, Wash.	250
KONP	Port Angeles, Wash.	250
WWNR	Beckley, W. Va.	250
WPLH	Huntington, W. Va.	250
WPAR	Parkersburg, W. Va.	250
KFIZ	Fond du Lac, Wis.	250
WDLB	Marshfield, Wis.	250
WRIA	Caguas, P. R.	250
WPBP	Mayaguez, P. R.	250

1460 KC. REGIONAL

Call Letters	City	Power in Watts
†KRUZ	Santa Cruz, Cal.	DA-1,000
WMBR	Jacksonville, Fla. (CP from 1400 kc.)	DA-N-5,000
†WSAC	Columbus, Ga.	DA-1,000
KSO	Des Moines, Ia.	DA-N-5,000
WOKO	Albany, N. Y.	LS-1,000 N-500
WHEC	Rochester, N. Y.	DA-N-5,000
WBNS	Columbus, O.	DA-N-1,000 LS-5,000
WHP	Harrisburg, Pa.	LS-5,000 DA-N-1,000
WACO	Waco, Tex.	DA-N-1,000
KIMA	Yakima, Wash.	500
KINY	Juneau, Alaska	5,000

1470 KC. REGIONAL

Call Letters	City	Power in Watts
†WMMW	Meriden, Conn.	D-1,000
WRGA	Rome, Ga. (CP from 1490 kc.)	DA-N-5,000
WMBD	Peoria, Ill.	LS-5,000 N-1,000 *DA-N-5,000
WCBC	Anderson, Ind.	D-1,000
KTRI	Sioux City, Ia. (CP from 1450 kc.)	DA-5,000
KVAK	Atchinson, Kan. (CP from 1450 kc.)	DA-1,000
†WLAM	Lewiston, Me.	DA-5,000
†WWOK	Flint, Mich.	DA-1,000
†WJOC	Jamestown, N. Y.	D-1,000
WBIG	Greensboro, N. C.	DA-N-5,000
†KVLH	Pauls Valley, Okla.	D-250
WSAN	Allentown, Pa.	500 *DA-N-5,000
KELA	Centralia, Wash.	1,000
KDFN	Casper, Wyo.	1,000

1480 KC. REGIONAL

Call Letters	City	Power in Watts
†WABB	Mobile, Ala.	DA-5,000
KGLU	Safford, Ariz.	1,000
KIEM	Eureka, Cal.	1,000
KVOE	Santa Ana, Cal.	DA-1,000
WRDW	Augusta, Ga.	DA-N-5,000
†WTHI	Terre Haute, Ind.	DA-1,000
KTBS	Shreveport, La.	1,000
WSAR	Fall River, Mass.	1,000 *DA-5,000
KCMO	Kansas City, Mo. (CP for 810 kc.)	5,000
KGCX	Sidney, Mont.	1,000
WHOM	Jersey City, N. J.	LS-1,000 N-500 *DA-5,000
WHBC	Canton, O.	DA-N-1,000 *DA-N-5,000
†WISL	Shamokin, Pa.	DA-N-1,000
WISC	Madison, Wis.	DA-N-1,000

1490 KC. LOCAL

Call Letters	City	Power in Watt
†WOOB	Anniston, Ala.	250
WTNB	Birmingham, Ala.	250
WHBS	Huntsville, Ala.	250
WHBB	Selma, Ala.	250
WTBF	Troy, Ala.	250
KTYL	Mesa, Ariz.	250
KYCA	Prescott, Ariz.	250
KFFA	Helena, Ark. (CP for 1360 kc.)	250
†KXAR	Hope, Ark.	250
KDRS	Paragould, Ark.	250
KOTN	Pine Bluff, Ark.	250
KXRJ	Russellville, Ark.	250
KAFY	Bakersfield, Cal.	250
†KPAS	Banning, Cal.	250
†KWIK	Burbank, Cal.	250
KICO	Calexico, Cal.	250
KYOS	Merced, Cal.	250
KBLF	Red Bluff, Cal.	250
KXOA	Sacramento, Cal.	250
KDB	Santa Barbara, Cal.	250
†KSYC	Yrka, Cal.	250
KBOL	Boulder, Colo.	250
†KADP	Pueblo, Colo.	250
WNLC	New London, Conn.	250
†	Torrington, Conn.	250
WDEL	Bradenton, Fla.	250
WBAY	Coral Gables, Fla.	250
†WDLF	Deland, Fla.	250
WTMC	Ocala, Fla. (CP for 1290 kc.)	250
†WBLW	Lake Worth, Fla.	250
WEAR	Pensacola, Fla.	250
WSIR	Winter Haven, Fla.	250
WMGR	Bainbridge, Ga.	250
WMOG	Brunswick, Ga.	250
WMJM	Cordele, Ga.	250
WMOC	Covington, Ga.	250
WKMA	Quitman, Ga.	250
WRGA	Rome, Ga. (CP for 1470 kc.)	250
WWNS	Statesboro, Ga.	250
WRLD	West Point, Ga.	250
KCID	Caldwell, Ida.	250
WKRO	Cairo, Ill.	250
WDAN	Danville, Ill.	250
WTMV	E. St. Louis, Ill.	250
†WRMN	Elgin, Ill.	250
WTOM	Bloomington, Ind.	100
WKBV	Richmond, Ind.	250
WHOT	South Bend, Ind.	250
KBUR	Burlington, Iowa	250
WKBB	Dubuque, Iowa	250
†KTOP	Topeka, Kan.	
†KAKE	Wichita, Kan.	250
WFKY	Frankfort, Ky.	250
WKAY	Glasgow, Ky.	250
†WWPN	Middleboro, Ky.	250
WOMI	Owensboro, Ky.	240
KPDR	Alexandria, La.	250
WIKC	Bogalusa, La.	250
KCIL	Houma, La.	250
KPLC	Lake Charles, La.	250
†KRUS	Ruston, La.	250
WMTW	Portland, Me.	250
WTVL	Waterville, Me.	250
†WARK	Hagerstown, Md.	250
WHOB	Gardner, Mass.	250
WHAV	Haverhill, Mass.	250
WBEC	Pittsfield, Mass.	100
WJBK	Detroit, Mich.	250
WDBC	Escanaba, Mich.	250
WKBZ	Muskegon, Mich. (CP for 850 kc.)	250
†WLOX	Biloxi, Miss.	250
WLAU	Laurel, Miss.	250
WELO	Tupelo, Miss.	250
†WVIM	Vicksburg, Miss.	250
KDMO	Carthage, Mo.	250
†KTRR	Rolla, Mo.	250
KDRO	Sedalia, Mo.	250
KBOW	Butte, Mont.	250
KBON	Omaha, Neb.	250
†KWRN	Reno, Nev.	250
WBAB	Atlantic City, N. J.	250
†KVER	Albuquerque, N. M.	250
KWEW	Hobbs, N. M.	100
†KRTN	Raton, N. M.	250
WBTA	Batavia, N. Y.	250
WINR	Binghamton, N. Y.	250
WKNY	Kingston, N. Y.	250
WICY	Malone, N. Y.	250
WOLF	Syracuse, N. Y.	250
WSKY	Asheville, N. C.	100
WDNC	Durham, N. C. (CP for 620 kc.)	250
†WSSB	Durham, N. C.	250
†WFLB	Fayetteville, N. C.	250
WGTC	Greenville, N. C.	250
WLOE	Leaksville, N. C.	100
†WMNC	Morganton, N. C.	250
WSTP	Salisbury, N. C.	250
KQVC	Valley City, N. D.	250
†WBEX	Chillicothe, O.	250
†WSRS	Cleveland Hts., O.	250
WMOA	Marietta, O.	250
WMRN	Marion, O.	250
KBIX	Muskogee, Okla.	250
KBKR	Baker, Ore.	250
KRNR	Roseburg, Ore.	250
KOCO	Salem, Ore.	250
WESB	Bradford, Pa.	250
WTWS	Clearfield, Pa.	250
WAZL	Hazleton, Pa.	250
WARD	Johnstown, Pa.	250
WGAL	Lancaster, Pa.	250
WMRF	Lewistown, Pa.	250
†WMGW	Meadville, Pa.	250
WBUD	Morrisville, Pa.	250
WWSW	Pittsburgh, Pa. (CP for 970 kc.)	250
WKIX	Columbia, S. C.	250
WLAT	Conway, S. C.	250
WMRC	Greenville, S. C.	250
†WALD	Waterboro, S. C.	250
KMHK	Mitchell, S. D.	250
WOPI	Bristol, Tenn.	250

(Continued on page 240)

JOSEPH HERSHEY McGILLVRA, Inc.

Associate Member National Assoc. of Broadcasters

ONE OF THE OLDEST STATION REPRESENTATIVES INVITES YOU TO THEIR HEADQUARTERS DURING N.A.B. CONVENTION

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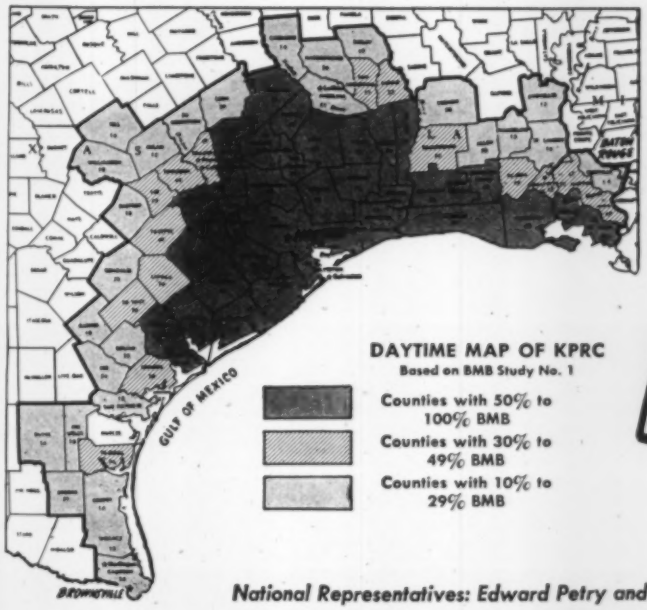
FIRST YOU PICK KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.


GULF OF MEXICO
BROWNSVILLE
DAYTIME MAP OF KPRC
Based on BMB Study No. 1
Counties with 50% to 100% BMB
Counties with 30% to 49% BMB
Counties with 10% to 29% BMB

KPRC HOUSTON

950 Kilocycles — 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

IN THE MOUNTAIN EMPIRE

They Listen to WDBJ

Dairy farming is a $12,500,000 a year business in WDBJ's coverage area.

Last year there were 250,000,000 pounds of milk produced in the portion of Virginia covered by WDBJ. Over $1,000,000 worth was sold by producers in the Roanoke market alone.

WDBJ, serving Roanoke and most of Southwest Virginia, reaches almost 1,000,000 people—nearly 125,000 radio homes. Here is a region of diversified enterprises where heavy industry, farming, mining, and varied businesses frame a picture of steady year-round sales. WDBJ alone adequately covers this region. Ask Free & Peters!

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

WMBD Test

(*Continued from page 214*)

Peoria area. The listeners were never informed as to the type of polarization employed during any of the test transmissions and a random distribution of polarization was maintained. As a further check on the reliability of these tests, the same type of polarization was used for all ten tests during one evening. Also, where a cooperator reported for three or more successive evenings, the consistency of his reports was checked. These statistical checks showed a high degree of reliability in the reported results.

In adjusting the antenna for the tests, field sampling equipment was used. The vertical and horizontal components were adjusted to practically the same free field value. Using the horizontal component thus obtained as a reference, the input to the horizontally polarized antenna was adjusted to give an equivalent field at the measuring point. The results obtained are shown in bar charts.

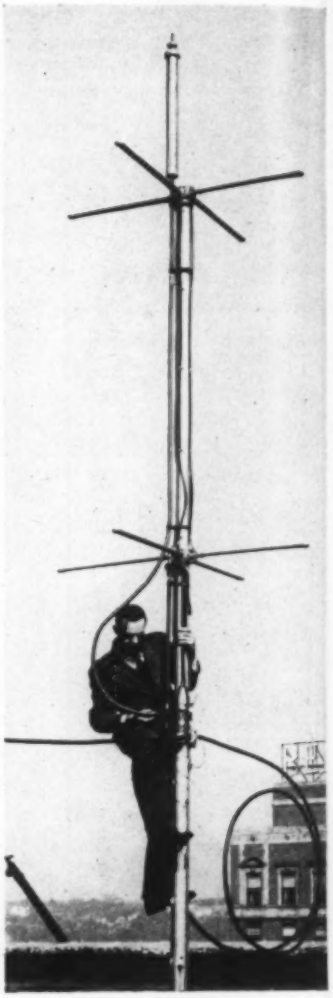
It was noted from the examination of these results that a definite superiority for circular polarization is indicated. However, it should also be noted that transmission of circular polarization represented the utilization of twice as much power. Another set of tests were conducted using a full 250 w in the horizontal antenna as compared to 125 vertical component and 125 watts horizontal component in the elliptically polarized antenna. Results of these tests also are shown in bar charts.

Another Survey Planned

Unfortunately, due to the absence of a number of the cooperating listeners during the period of this last set of tests, and certain other factors too numerous to mention here, the sample represented is very small and cannot be considered conclusive. It is anticipated that another test under these conditions will be conducted shortly and that the total sample will be increased to well over the 100 mark in order to render a greater degree of reliability to the results shown in Figure 2.

Although these tests are not fully completed, the past five months of intensive field study and of the reliability to the results.

1. **Some form of elliptical polarization is definitely superior to horizontal polarization when double the power is used in the elliptical antenna.**
2. **There seems to be a very slight superiority in elliptical polarization when equal amounts of power are involved.**
3. **For a given amount of power, there will be less co-channel and adjacent channel interference with elliptical polarization. If free field circular polarization could be maintained, the interference per a given amount of power would be at a minimum.**



Erecting the Antenna

* * *

4. **In the business district and apartment areas where standing wave phenomena are most pronounced, the peaks and valleys of the horizontal component and the vertical component from an elliptical polarized antenna do not necessarily coincide. As a result, a receiving antenna which responds to both components will give more uniform results irrespective of its placement in a room.**
5. **Horizontal polarization seems to be superior for receiving locations where the horizontal dipole antenna is installed. For power cord antennas and receiver cabinet "bent" dipole antennas, elliptical polarization is definitely superior. It would also seem that the problem of automobile FM antenna installation would be simplified if elliptical polarization were universally adopted.**

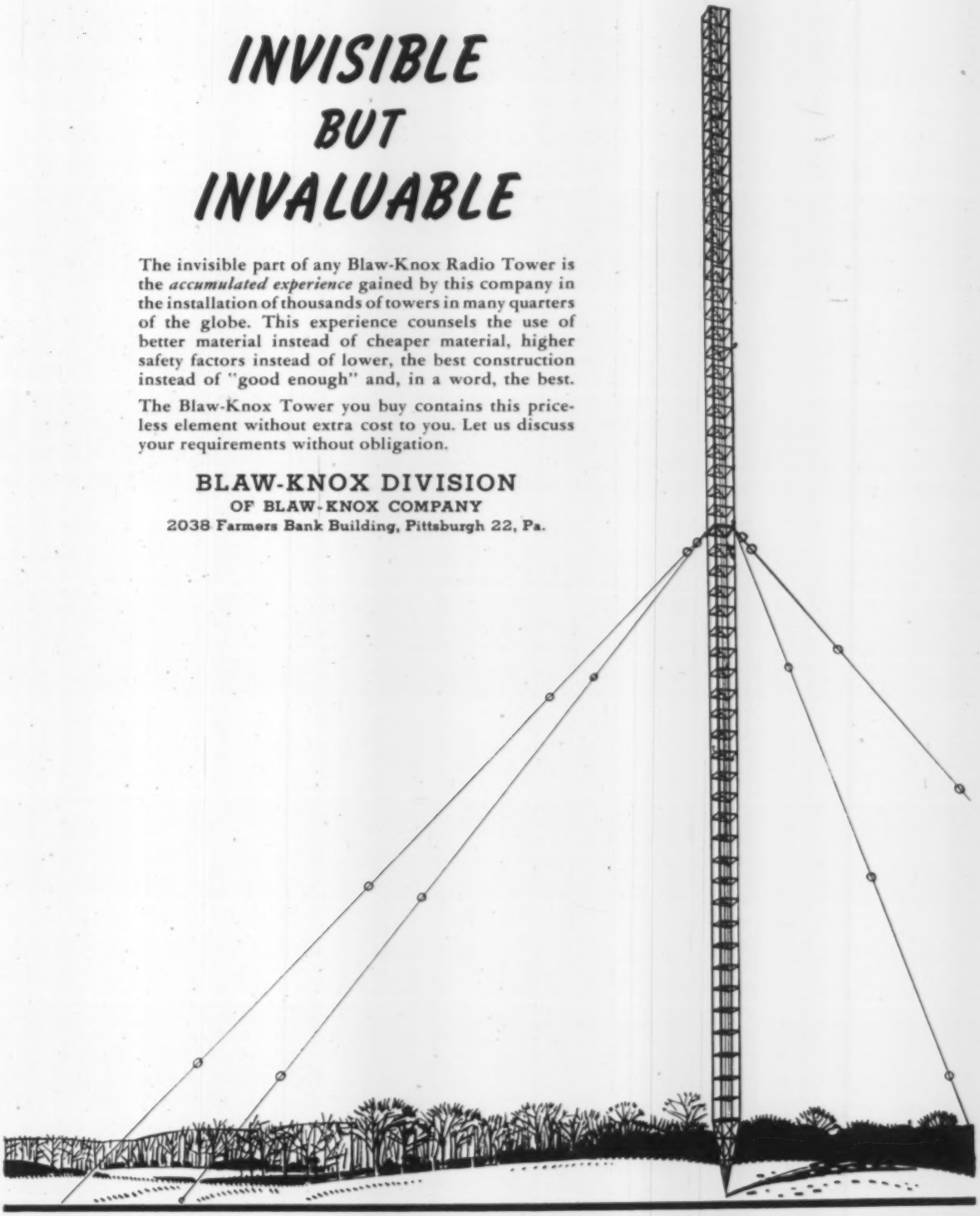
The cooperation of the FM set owners in Peoria in making these tests possible has been particularly gratifying. Each report involved three-quarters of an hour of their time and The Peoria Broadcasting Company is deeply indebted to them for this fine response.

INVISIBLE BUT INVALUABLE

The invisible part of any Blaw-Knox Radio Tower is the *accumulated experience* gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best.

The Blaw-Knox Tower you buy contains this priceless element without extra cost to you. Let us discuss your requirements without obligation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.



BLAW-KNOX ANTENNA TOWERS

World Leadership

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A Comprehensive Program Service

● *LEADS IN STARS:*

World presents the nation's most popular orchestras, vocalists and novelty groups from stage, screen and radio. Thanks to World's affiliation with Decca Records, Inc., World Library offers the pick of musical and dramatic entertainment, especially arranged for broadcasting.

● *LEADS IN PROGRAMS:*

The World Continuity Service helps present this wealth of talent in a sparkling professional manner . . . 78 complete continuities are sent out each week. These shows, prepared by skilled radio writers, are ready for use on the air as first class sponsored or sustaining programs.

● *LEADS IN TECHNICAL EXCELLENCE:*

World gives the best possible service for FM broadcasting and added quality for AM broadcasting . . . adds greater dimensions to sound reproduction, employing the superior Western Electric Vertical Wide Range recording system. Subscribers get clarity, brilliance and life-like reproduction from the vertically recorded vinylite discs of the World Library.

● Broadcasters everywhere realize that World offers them unmatched services, and today *more stations subscribe to the World Library than to any similar service*—over 560 in the United States, Canada and abroad.

WORLD BROADCASTING

. . . Since 1929

FIELD OF ELECTRICAL TRANSCRIPTIONS

WORLD FEATURES

Programs of Prestige that Entertain and Sell

Custom-built World Features lead the field of packaged shows. They are available in vertical and lateral recordings. World Features are recorded either as Audi-Flex or Open-End programs for greater individuality and flexibility . . . incorporating the best music and the most entertaining scripts. World Features are steady "Hooper-uppers" for local and regional users. They have a history of expanding success.

Below are listed some of these outstanding productions:

Casa Cugat
Xavier Cugat's sparkling rhythms make a grand series. Carramba! Si!
156 15-Min. Programs

Songs of Praise
An inspirational program of songs and hymns by the Hamilton Quartet, one of radio's greatest vocal groups.
156 15-Min. Programs

Hoosier Hot Shots
Crazy instrumentalists whose merry, mad melodies have irresistible appeal.
156 15-Min. Programs

Sing, America, Sing
Perennially favorite American melodies of the past 26 years superbly presented by Bob Grant's Orchestra. Wonderfully received everywhere.
156 15-Min. Programs

Sagebrush Serenade
Hillbilly artists with the desert ditties that keep dials set . . . delighting armchair cowhands.
156 15-Min. Programs

Strange As It Seems
John Hix's best stories excellently dramatized, with plenty of punch.
52 15-Min. Programs

Footprints in the Sands of Time
Personable Art Baker's thrilling biographies of fascinating people . . . in and out of history.
260 5-Min. Programs

Send for new catalogue describing all 21 World Features.

A SUBSIDIARY OF DECCA RECORDS, INC.

SYSTEM, INC.

NEW YORK 711 Fifth Avenue
CHICAGO 301 East Erie St.
HOLLYWOOD 6750 Santa Monica Blvd.

HOOSIER'S RADIO CENTER

Indiana State Fair Site of Quarter-Million Building Used by 16 Stations

INDIANA'S 1947 State Fair, which was held Aug. 29-Sept. 5, was the most radio conscious one to date. Not only was it the subject of a barrage of programs, but it was also the home of a $229,000 Radio Center with 12 modern, air-conditioned studios.

Prior to last year, radio was operative at the fair but most of the load was carried by large out-of-state stations along with WBAA Purdue U. Last year, though, the 19 major stations in the state, with the aid of the Indiana Assn. of Broadcasters, put forth a concerted effort to sell listeners the merits of the fair. At least partially as a result of this, the 1946 Fair had more than 600,000 paid admissions, breaking all records.

The Indiana State Fair Board headed by Lieut. Gov. Richard T. James recognized this potency of radio and authorized the present Radio Center, which occupies the second floor of a two-story building. Each studio accommodates 100 persons and has adequate space for exhibits and displays.

In addition to the studios, there is a private office for the fair's publicity director and his staff, a large utility room and rest rooms. The ground floor houses a paddock, containing 44 stalls for horses, a testing laboratory, and offices for racing officials.

Before the fair got underway, requests for space had been received from 16 stations, but lucktions agreed to double up. Those who received their rent-free contracts before the opening included WFBM WISH WIBC and WIRE, all of Indianapolis; WHOT South Bend; WHBU Anderson; WLBC Muncie; WKMO Kokomo; WASK Lafayette; WKBV Richmond; WOWO and WKJG Fort Wayne; WBAT Marion; WGBF and WMLL Evansville and WBOW Terre Haute.

Partial View of the Radio Center

* * *

In addition, WBAA participated from its quarters in the Purdue Building and WLS Chicago had its familiar location in the grandstand. WLW Cincinnati paid its annual visit Sept. 2 and WGN Chicago wire recorded several days of activity. Other stations present included WDZ Tuscola, Ill.; WBBM and WMAQ Chicago, and WKRC Cincinnati.

MUSICIAN TO FARMER

Ted Steele Quits Show Business For Simple Farm Life

TED STEELE, veteran of 24 network shows, has retired from show business at the age of 30, but started a daily half-hour farm program on KYW Philadelphia from 6:30-7 a.m.

The musician and composer recently completed an eight-week engagement with his orchestra at the Stork Club, New York, but he will now turn to the business of operating a farm in Solebury Township, near the "New York and Hollywood" colony of celebrities at New Hope, Bucks County, Pa.

No novice at farming, he was raised on a dairy farm near Belmont, Mass. During the war he used his two large farms in Pearl River, N. Y., and Perkasie, Pa., to raise 40,000 small animals on which to test serums for troop injections. He received a Congressional citation for this work.

Mr. Steele devotes 50% of his half-hour show to farm news, the remainder to records. He interprets weather bulletins with the help of county agents.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

WMOB Mobile, Ala.
WLAY Muscle Shoals
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

WKNA

CHARLESTON

950 Kc ● ABC Affiliate

John T. Gelder, Mgr.

WKWK

WHEELING

1400 Kc ● Basic ABC

John B. Reynolds, Mgr.

WJLS

BECKLEY

560 Kc ● CBS Affiliate

Virginia N. Cooper, Mgr.

Write for
COMBINATION RATES

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts
(Continued from page 232)		
†WJVW	Chattanooga, Tenn.	250
†WJJJ	Jackson, Tenn.	250
WJJM	Lewisburg, Tenn.	250
†WBOM	Oak Ridge, Tenn.	250
1490 KC. LOCAL		
†KVLF	Alpine, Tex.	250
KNOW	Austin, Tex.	250
KBST	Big Spring, Tex.	250
KHUZ	Borger, Tex.	250
KNEL	Brady, Tex.	250
KVAL	Brownsville, Tex.	250
KEYS	Corpus Christi, Tex. (CP for 1440 kc.)	250
KSAM	Huntsville, Tex.	250
KPAB	Laredo, Tex.	250
KVOW	Littlefield, Tex.	250
KPLT	Paris, Tex.	250
KGKB	Tyler, Tex.	250
KVOU	Uvalde, Tex.	250
KVWC	Vernon, Tex.	250
†.....	Provo, Utah	250
†WKLV	Blackstone, Va.	250
WSAP	Portsmouth, Va.	250
WROV	Roanoke, Va.	250
†WAYB	Waynesboro, Va.	250
KBRO	Bremerton, Wash.	250
KWWB	Walla Walla, Wash.	250
WGKV	Charleston, W. Va.	250
†WVVW	Fairmont, W. Va.	250
†WLOH	Princeton, W. Va.	250
WLCX	La Crosse, Wis.	250
WIGM	Medford, Wis.	250
WOSH	Oshkosh, Wis.	250
WSBR	Superior, Wis.	250
KWOR	Worland, Wyo.	250
KTOH	Lihue, T. H.	250
†WMDD	Fajardo, P. R.	250
WECW	Mayaguez, P. R.	250
1500 KC. CLEAR		
†KXRX	San Jose, Cal.	DA-1,000
WTOP	Washington, D. C.	DA-50,000
WABJ	Adrian, Mich.	D-250
KSTP	St. Paul, Minn.	DA-50,000
†KTAN	Sherman, Tex.	D-250
1510 KC. CLEAR		
KOCS	Ontario, Cal.	D-250
†KUSN	San Diego, Cal.	LS-5,000 DA-U-N-1,000
KTIM	San Rafeal, Cal.	D-1,000
†WKAI	Macomb, Ill.	D-250
WMEX	Boston, Mass.	DA-5,000
WMRP	Flint, Mich.	D-250
†KIMO	Independence, Mo.	D-1,000
WLAC	Nashville, Tenn.	DA-N-50,000
KCTX	Childress, Tex.	D-250
†KSTV	Stevenville, Tex.	D-250
KGA	Spokane, Wash.	DA-N-10,000 *DA-50,000
WAUX	Waukesha, Wis.	D-250
1520 KC. CLEAR		
†WHOW	Clinton, Ill.	D-1,000
KSIB	Creston, Ia.	D-1,000
WKBW	Buffalo, N. Y.	DA-50,000
†WKBS	Oyster Bay, L. I., N. Y.	D-250
KOMA	Oklahoma City, Okla.	DA-N-50,000
1530 KC. CLEAR		
KFBK	Sacramento, Cal.	10,000 *DA-50,000
WCKY	Cincinnati, O.	DA-N-50,000
†WJMJ	Philadelphia, Pa.	D-10,000
†KRST	Tyler, Tex.	D-1,000
1540 KC. CLEAR		
†.....	La Porte, Ind.	D-250
KXEL	Waterloo, Ia.	DA-N-50,000
WKMH	Dearborn, Mich.	D-1,000
†WPTR	Albany, N. Y.	DA-10,000
WTMO	Cleveland, O.	D-1,000
†KDUR	Durant, Okla.	DA-N-250
†KCUL	Fort Worth, Tex.	LS-5,000 DA-U-N-1,000
KGBC	Galveston, Tex.	D-1,000
1550 KC. CLEAR		
KSMO	San Mateo, Cal.	DA-N-1,000
†WBBW	Indianapolis, Ind.	D-250
KENT	Shreveport, La.	LS-1,000 DA-N-500
WLOA	Braddock, Pa.	D-1,000
1560 KC. CLEAR		
KPMC	Bakersfield, Cal.	1,000
†WBYS	Canton, Ill.	D-250
KSWI	Council Bluffs, Ia.	D-500
†KAWM	Topeka, Kan.	D-500
WQXR	New York, N. Y.	10,000
†WTNS	Coshocton, O.	D-1,000
WTOD	Toledo, O.	D-1,000
KWCO	Chickasha, Okla.	D-250
†KHBR	Hillsboro, Tex.	D-250
†WENA	Bayamon, P. R.	250
1570 KC. CLEAR		
KCVR	Lodi, Cal.	D-250
†WOKZ	Alton, Ill.	D-1,000
†WFRL	Freeport, Ill.	D-1,000
†WLOU	Louisville, Ky.	D-1,000
†WSID	Essex, Md.	D-1,000
†WFUR	Grand Rapids, Mich.	D-1,000
†WPTW	Piqua, O.	D-250
KAKC	Tulsa, Okla.	D-1,000
1580 KC. CLEAR		
KOWL	Santa Monica, Cal.	D-5,000
WWXL	Peoria, Ill. (CP for 1590 kc.)	D-1,000
†WJVA	South Bend, Ind.	D-250
†KLOU	Lake Charles, La.	DA-1,000
WKAP	Allentown, Pa.	D-1,000
†KGAF	Gainesville, Tex.	D-250
1590 KC. REGIONAL		
KSJO	San Jose, Cal.	D-1,000 *LS-1,000 DA-N-500
†KVVC	Ventura, Cal.	DA-1,000
WBRY	Waterbury, Conn.	DA-5,000
WALB	Albany, Ga.	DA-N-1,000
†WNMP	Evanston, Ill.	D-1,000
WWXL	Peoria, Ill. (CP from 1580 kc.)	DA-1,000
KVGB	Great Bend, Kan. (CP from 1400 kc.)	DA-N-5,000
WOOK	Silver Spring, Md.	D-1,000
WHHT	Durham, N. C.	DA-N-1,000
WAKR	Akron, O.	DA-N-5,000
†KTIL	Tillamook, Ore.	250
†WPWA	Chester, Pa.	D-1,000
KATL	Houston, Tex.	DA-1,000
KCBD	Lubbock, Tex.	DA-1,000
WLOW	Norfolk, Va.	D-1,000
†WXRF	Guayama, P. R.	1,000
1600 KC. REGIONAL		
WAPX	Montgomery, Ala.	DA-N-1,000
KPMO	Pomona, Cal.	500
†KUBA	Yuba City, Cal.	500
WKWF	Key West, Fla.	500
WBAT	Marion, Ind.	D-500
KCRG	Cedar Rapids, Ia.	DA-N-5,000
†WVOM	Brookline, Mass.	DA-5,000
WHRV	Ann Arbor, Mich.	DA-1,000
WWRL	Woodside, N. Y.	250 *DA-5,000
†WGIV	Charlotte, N. C.	D-1,000
WFRC	Reidsville, N. C.	DA-N-1,000
WJEL	Springfield, O.	D-500
†KASH	Eugene, Ore.	DA-N-1,000
†KVES	Eastland, Tex.	DA-1,000
†KMAE	McKinney, Tex.	D-500
†KOGT	Orange, Tex.	DA-N-1,000

UP-TO-DATE - AUTHENTIC

No longer is it necessary to accept old audience figures for this market, long outdated by the advent of WDVA, which has quickly become the dominant station! Nor is it necessary to accept post-card surveys—uncertified, station-conducted. For now there are new, accurate audience figures by Conlan for

Danville, Virginia

. . . and here they are!

STUDY OF LISTENING HABITS — DANVILLE, VIRGINIA
JULY, 1947 — ROBERT S. CONLAN AND ASSOCIATES
(Monday through Friday, 8 a.m.-10 p.m.)

Distribution of Listening Homes Among Stations:

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
WDVA	**48.7%**	**50.5%**	**54.2%**	**51.5%**
STATION "B"	38.7	35.1	31.5	34.6
STATION "C"	5.4	7.6	6.7	6.7
All Others	7.2	6.8	7.6	7.2

Also—in the quarter-hour breakdown from 6 a.m. to 12 midnight, WDVA leads in 61 out of 72 periods—four are ties! WDVA has the top fifteen ratings . . . and the top rating of Station "B" is topped AT THAT HOUR by WDVA! The advent of WDVA brought the sets-in-use up from 19.9% in winter to 24.2% in July! Ask Walker Company for details!

5,000 watts day
1,000 watts night

WDVA

1250 Kc.
MUTUAL

The Only Station Now Operating With 5,000 Watts in Danville!

Sellers

(Continued from page 30)

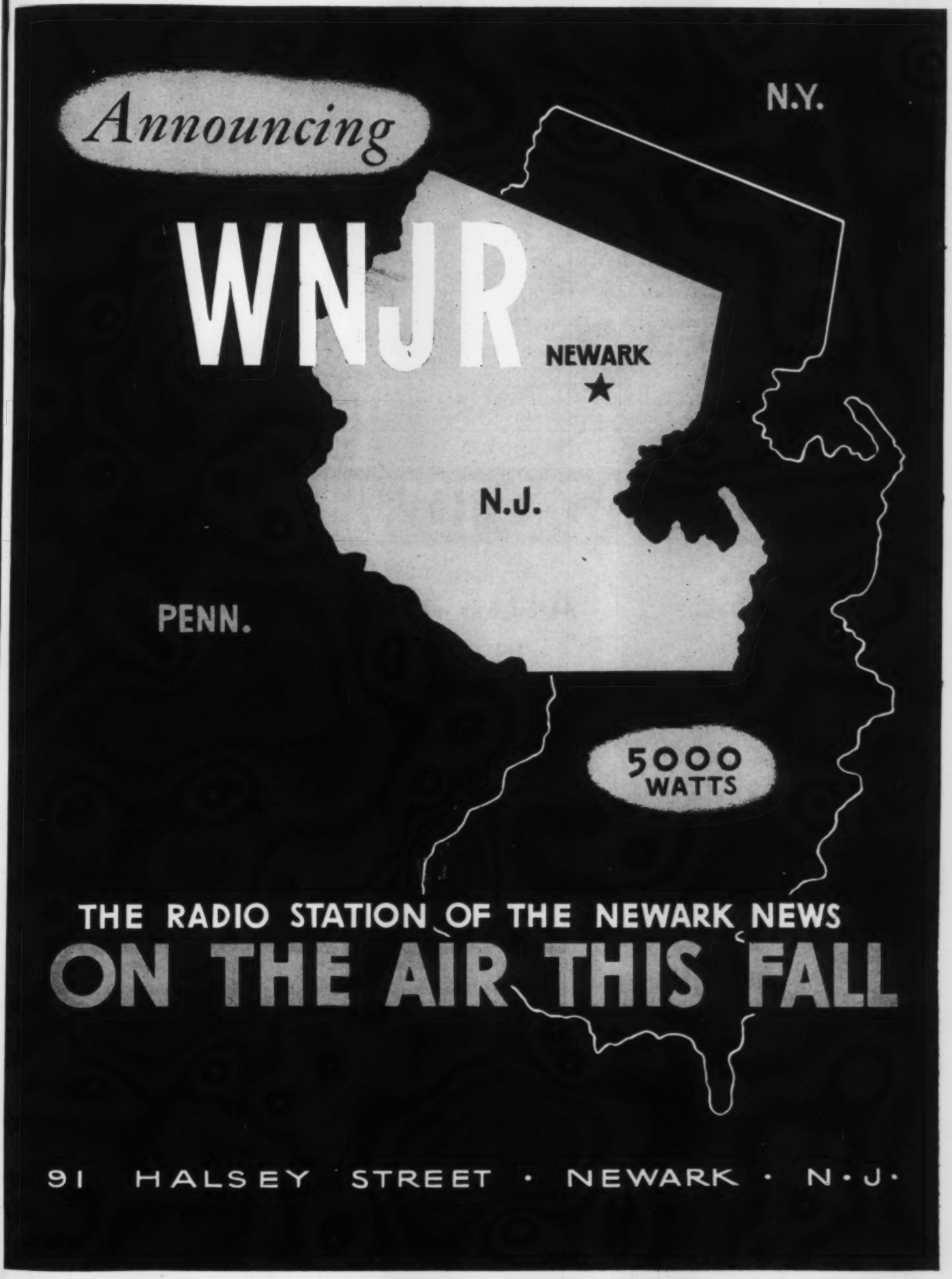
a result about 15 AFRS broadcasting stations were installed in the India-China theatre.

On his return to Washington he was promoted to the rank of lieutenant-colonel. In mid-1945 he was discharged from the Army, and joined J. Walter Thompson's San Francisco office shortly afterward.

Hank is a native San Franciscan. With his wife and their two-year-old son, Peter, he lives in Marin county, just north of the Golden Gate.

In his off hours there's never a dull moment in Hank's life. For, besides his family, he has three hobbies. Foremost of these is yachting. He owns his own sailboat and is vice commodore of the San Francisco Yacht Club at Belvedere. Amateur radio and photography run a close second on his hobby list.

Hank is president of the Radio Executives Club and an active member of the San Francisco Advertising Club.


Announcing
WNJR
N.Y.
NEWARK
N.J.
PENN.
5000
WATTS
THE RADIO STATION OF THE NEWARK NEWS
ON THE AIR THIS FALL
91 HALSEY STREET · NEWARK · N·J·

FIRST NEGRO-OPERATED STATION

Plans for Establishment of 1-kw WVON Chicago In Colored Area Are Completed

WORLD'S first all-negro owned and operated station became a definite possibility fortnight ago when Dr. Clifford F. Kyle, negro news commentator and Chicago minister and teacher, signed a contract with Bitter Assoc. Inc., Toledo, consulting radio engineers, for construction of WVON at 35th and State St. on Chicago's south side.

Proposed 1-kw station will operate 18 hours daily, and its programming plans include music, news, sports, variety programs, lectures and recordings. Station will serve a large Chicago audience. Towers will be erected in Robbins, Ill., negro suburb.

Dr. Kyle has been associated with radio for many years on WSBC Chicago and WJOB Hammond, Ind., and now directs a Sunday program on WHFC Cicero, Ill. An author of several books, he is also head of the Interracial Fellowship Church in Chicago.

Following establishment of WVON, a network of negro-owned stations will be placed in key cities, according to plans now being developed, Dr. Kyle stated.

ARRANGEMENTS *for construction of WVON Chicago are made in Toledo by Dr. Kyle (seated r) and representatives of Bitter Assoc. Inc., consulting radio engineers. L to r: Everett Wadsworth, WVON publicity and promotion director; A. R. Bitter and A. A. Gara, consulting engineers of Bitter Assoc., and Dr. Kyle*

Blue Moon Sponsors

BLUE MOON FOODS Inc., Thorp, Wis. (cheese), Sept. 29 begins sponsorship of *Once In A Blue Moon*, recorded program featuring Norman Ross, to be heard Monday thru Friday, 9:30-45 a.m., on WGN Chicago. Contract is for 26 weeks. Agency is Reincke, Meyer and Finn, Inc., Chicago.

Horror Parade

IMPRESSIVE safety parade was staged recently in Birmingham, Ala., by the Junior Chamber of Commerce with the support of WBRC Birmingham. The "Horror Parade," about a mile in length, was made up of wrecked automobiles towed by wreckers, with placards on the side of each car telling how many people were killed in that car. To add realism, persons were seated in the cars, leaning against doors and steering wheels and smeared with simulated blood. WBRC joined the parade with sound truck bearing posters reading, "WBRC . . . . . Spare a Minute to Spare a Life." Inside the truck an announcer gave safety warnings and facts about the number of traffic deaths, accompanied with sound effects of screeching brakes and crashes.

Picnic for Blind

ALL FIVE Denver stations cooperated recently in conducting an outdoor picnic and furnishing tickets to a Denver Symphony Concert for over 250 blind persons and their escorts. Highlight of the occasion was a brief talk by Denver's mayor, Quigg Newton, in which he cited radio as the greatest source of amusement, news and worship services for the blind, and commended the Denver stations for arranging the picnic. Headed by Elwood Meyer of KMYR, the committee on arrangements included promotion managers of all other stations: Leo Fremont, KFEL; Randy Smith, KOA; Vince Corbett, KVOD; and Lee Fondren, KLZ.

TRUSCON RADIO TOWER

AIDS WHWL
IN ATTAINING MAXIMUM COVERAGE

WHWL is a Class 1A clear channel station (Mexican) which frequency is controlled jointly by the United States and Mexican governments. The WHWL self-supporting tower is 285 feet high, and is another good example of Truscon skill in engineering and manufacturing radio towers for every need.

There is no limit in height to a Truscon Radio Tower, other than practical, in guyed or self-supporting types, either tapered or uniform cross-section. All AM and FM requirements can be met.

Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Screen Building Products.

What a Spot for a SPOT!

. . . . referring to spot announcements, of course, and particularly to spot announcements included in WGY's MATINEE SHOWCASE . . . Here, each sales message is specially handled . . . it stands out; it's important . . . Because every spot is woven into its place with smooth continuity* . . . Each one fits snugly into a program with a live twelve-piece orchestra and a top-flight vocalist . . . And there's no extra charge for the flattering setting of well-turned phrases and sparkling music effectively produced.

MATINEE SHOWCASE is an announcement program that's different . . . It's *the* Spot for your Spot.

Ask NBC Spot Sales or WGY for an audition record.

And . . . better hurry . . . it's popular!**

**Not only on MATINEE SHOWCASE, but on every WGY announcement program, sales messages receive special attention.*

***During August, 1947, only two availabilities existed out of 25 participations weekly.*

GENERAL ELECTRIC

50,000 WATTS WGY SCHENECTADY, N. Y.

NBC AFFILIATE—REPRESENTED NATIONALLY BY NBC SPOT SALES

New Equipment

(*Continued from page 42*)

every need are on display at the Andrew Co., exhibit. To be seen is the Andrew type 1200 Folded Quadrapole FM transmitting antenna; transmission lines in sizes up to 6 1/8" O. D. for FM and TV, designed to RMA standards and a complete phasing unit for a typical AM directional array along with an antenna tuning unit.

Also represented is the Andrew broadcast division, which offers consulting and installation supervision services such as preparation of FCC applications; recommendations and assistance in procuring equipment; supervision of field installation; tuneup, etc.

* * *

Audio Devices, Inc.

GRAPHIC DISPLAY of steps involved in the production of recording discs as well as the manufacture of pressings is demonstrated by Audio Devices, Inc. Also being shown—and for the first time according to the company—is Audiotape, a magnetic oxide recording tape reportedly superior to the preceding German product in output, dynamic range and frequency response.

Audiotape has a strong, tear-resistant plastic base coated with a magnetic compound developed in Audio Devices laboratories. The tape was specially developed for use in broadcasting stations and commercial sound recording studios.

Personnel in the booth include William C. Speed, president; Bryce Haynes, vice president; Alan H. Bodge, sales department and Herman Kornbrodt, sales department.

Collins Radio Co.

COLLINS RADIO CO. of Cedar Rapids, Ia., is showing a wide variety of new broadcast station equipment. Included are two new Collins transmitters never before displayed, the 10 kw Model 734A representing a complete FM line ranging from 250 watts to 50 kw, and the 5/10 kw Model 21B/21-LAM. The 21B is a 5 kw transmitter which becomes the 10 kw 21L by the mere addition of a tube in a socket already installed, and a small amount of attendant accessory equipment. Also shown is the latest 1000/500 20T AM transmitter.

There are four consoles, two of which have not been shown previously, and two new transcription turntables of Collins design and manufacture, one of which features the new Collins-designed recorder. Two Jensen speakers are shown in Collins cabinets.

Representing the company are W. J. Barkley, executive vice president; R. S. Gates, vice president in charge of procurement and marketing; L. M. Craft, vice president in charge of engineering and manufacturing; M. W. Burrell, general sales manager; R. B. Rennaker, broadcast sales manager; R. H. Hollister, assistant broadcast sales manager; C. W. Service, manager western division; R. T. Cox, director, engineering division; L. K. Findley, in charge of broadcast transmitter design; J. A. Green, in charge of speech equipment design; J. W. Smith and James Hollis, transmitter engineering; C. J. Carson, speech equipment engineering, and the following broadcast sales representatives: E. J. Aleks, H. G. Alexander, J. G. Cooper, G. P. Dicus, H. S. Killgore, T. B. Moseley, H. O. Olson, F. A. Randolph and A. C. Sayland.

* * *

Daven Co.

DAVEN CO. has the following equipment on display:

Standard broadcast and special attenuators of the latest mechanical and electrical design illustrating the operation of the "Queing" position and indicator lamp control. New features heretofore not exhibited include a redesigned drawn case with positive locks and push to turn cover release, trouble free oilite shaft bearings throughout and a new molded "low loss" type terminal board. A radically new type multi-leaf switch arm and blade construction will be introduced. This new exclusive "knee action" Daven patent increases the smoothness of operation and materially reduces the contact and residual switch resistance fluxuations.

Multi-pole selector switches including master control switches.

A complete line of fixed pads including multiple input networks, hermetically sealed precision resistors, and resistance networks.

Latest design of transmission measuring equipment including a new type wide range Volume Level Indicator and Transmission Measuring Set suitable for FM applications.

Laboratory equipment includes a new design Decade resistance box, attenuation networks and wide-range electronic frequency meters.

* * *

Allen H. Du Mont Labs.

"ACORN" TELEVISION package is center of attraction at the Allen B. Du Mont Laboratories, Inc., exhibit booth. Priced at $89,000, the exhibit marks the debut of the package, giving broadcasters the first opportunity to examine the new equipment.

New Du Mont image orthicon cameras are being demonstrated in

(*Continued on page 246*)

Don't Make Molehills Out of Our Mountains

They tower up to 11,000 feet

and Protect Our Green Valleys

(from outside radio signals)

We don't claim to cover Los Angeles with our AM Stations, neither can you cover our Green Valleys effectively from Los Angeles—any more than you can cover Milwaukee from Chicago or Washington from Philadelphia. There's only one way to completely and economically cover the Valley of Paradise, Imperial Valley and Coachella Valley—that's with B. C. A. Stations located right in the heart of these Valleys and programmed for rural listening.

How green are our valleys for your sales campaign?
Read the facts below—then act!

KPRO
Riverside - San Bernardino
Covering the Valley of Paradise

Primary population	584,321
'46 Farm Income	$209,742,610
'46 Retail Sales	$268,476,524

KROP
Brawley - El Centro
Covering the Imperial Valley

Primary population	116,653
'46 Farm Income	$72,243,109
'46 Retail Sales	$44,135,000

KREO
Indio - Palm Springs
Covering the Coachella Valley

Primary population	19,500
'46 Farm Income	$13,109,506
'46 Retail Sales	$11,267,042

KUCB
Blythe
On the air 24 hours a day blanketing Southern California, including the Los Angeles area.

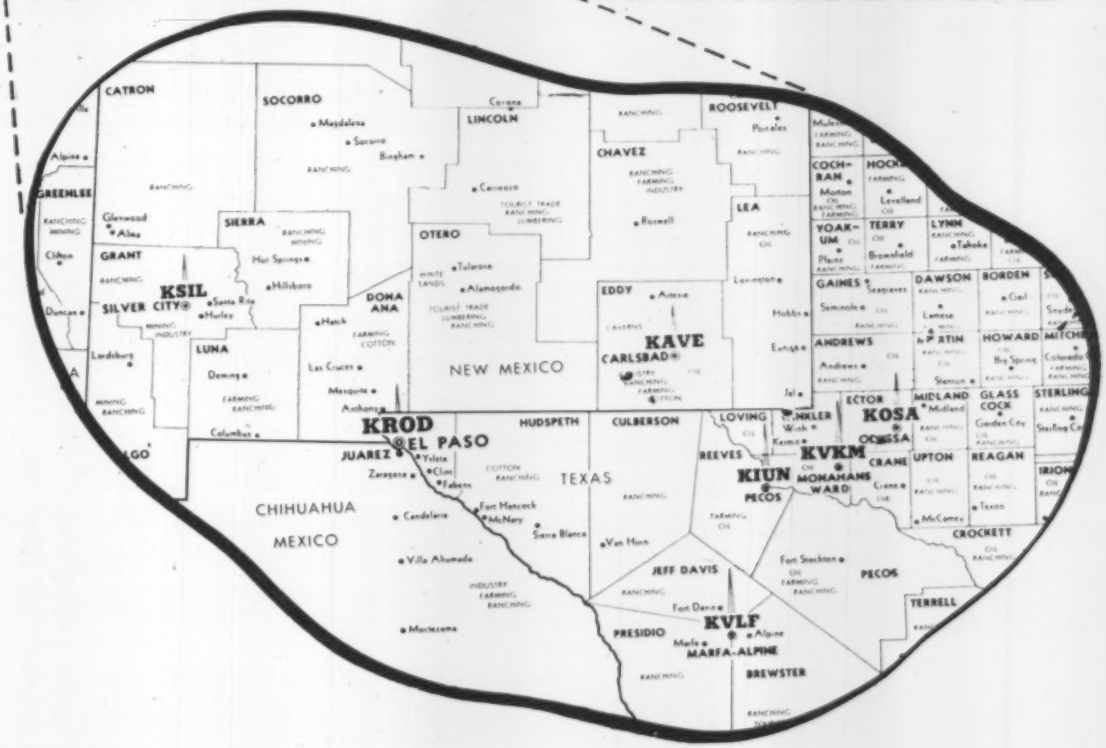
All B.C.A. Stations are members of California Rural Network

KPOR
F. M.
Covering the Palo Verde Valley

Primary popultion	13,000
'46 Income	$9,000,000

Broadcasting Corp. of America Stations are represented Nationally by THE JOHN E. PEARSON COMPANY

WHAT AND WHERE IS *Southwest* NETWORKLAND ?



It's the REAL Southwest, centering around EL PASO, TEXAS
It's bigger in square miles than ALL New England
It's more populous than New Orleans, Louisiana
It's Radio Families exceed those of the District of Columbia
It's Retail Sales equal those of Toledo, Ohio
It's Industries, Ranches, Farms, and Towns are vast and varied

SOUTHWEST NETWORK * 201-205 Radio Bldg., El Paso, Texas

DORRANCE D. RODERICK — *President*
VAL LAWRENCE — *Vice Pres., & Gen. Mgr.*
ROBERT C. HUGHES — *Sales Manager*

Represented Nationally by

TAYLOR - HOWE - SNOWDEN - *Radio Sales*

NEW YORK, CHICAGO, DALLAS, ATLANTA, LOS ANGELES, SAN FRANCISCO.

7 Fine Stations

KROD	El Paso SWN Key Station	CBS
KAVE	Carlsbad, N. M.	CBS
KSIL	Silver City, N. M.	CBS
KOSA	Odessa, Texas	CBS
	plus these affiliate Mutual Stations	
KVKM	Monahans, Texas	MBS
KVFL	Marfa-Alpine, Texas	MBS
KIUN	Pecos, Texas	MBS

New Equipment

(*Continued from page 244*)

operation feeding the televised images to several Du Mont 20" picture monitors located in the exhibit area. These monitors are identical to those used in most currently operating television broadcast stations.

A new method of film pickup, developed by Du Mont engineers, permitting the use of studio or field image orthicon cameras to televise film images in place of special film pickup equipment, is also being shown.

Included in the exhibit are the Du Mont transmitter, monitoring equipment, audio equipment, antennas, test equipment, lighting equipment and other gear included in the Du Mont "Acorn" Television Package.

The Du Mont Sales Staff present to explain and demonstrate all equipment on exhibit include H. E. Taylor Jr., director of sales; Donald A. Stewart, Louis E. Pett, Herbert C. Bloomberg, James Valentine, Russel Olsen, William McCord and Leonard Mautner.

* * *

Eitel-McCullough

FEATURE of Eitel-McCullough exhibit is its 4X12500A3 tube, known as "package power." Two of these tubes are currently providing the 50 kw output of KSBR San Bruno (Calif.) transmitter, claimed to be the first station to operate at the FCC maximum power on the new FM band. And it is first of planned multi-unit series firm intends to produce.

As characterized by the San Bruno firm, "this tube is revolutionary in design and performance." Being of multi-unit construction, combining four tubes as one, it is capable of providing unusually high power on low plate voltage. The tube's characteristic short transit time enables satisfactory high-frequency operation.

Other tubes in exhibit include 4-65A, 4-125A, 4-250A, 4-1000A, 4X150A, 4X500A, 4X2500A3, 4X2500F3. All new types, they are for both AM and FM broadcast use.

Representing the firm are William Eitel, president; Jack McCullough, vice president; and Adolph Schwartz, eastern sales representative.

* * *

Fairchild Camera & Instrument Corp.

FAIRCHILD demonstrates its postwar line of new sound recording equipment for professional use. The display contains studio recorders, portable recorders and transcriptions turntables.

For the first time, Fairchild will show its new Unit 539-G Recorder installed in a wood cabinet. This model was formerly available only as a portable unit. The cabinet design is being offered to those who want console recording equipment at a price much less than the usual studio cabinet models.

Other major Fairchild products to be demonstrated are the handsome Unit 523 Studio Recorder, on which deliveries have just started, and the already widely-ordered Unit 524 Transcription Turntable, that gives completely "wow"-free, split-second synchronous playback.

Also being shown are standard recording accessories that are a part of each Fairchild recording unit, but that can also be used on other models. These are the new Unit 542-M1 Lateral Dynamic Pickup and the new Unit 541 Magnetic Cutterhead. Fairchild claims that both units provide a wider frequency range at a higher playback or recording level, with a lower distortion content, than other similar-type units.

Fairchild representatives C. V. Kettering, W. H. Hazlett and L. F. Hovey are at the display. Engineers W. D. Fling and T. Lindenberg are on hand for consultation.

* * *

KSTP's TELEMOBILE unit was one of the most popular displays at the Minnesota State Fair in Minneapolis-St. Paul Aug. 25-Sept. 1. Six screens were mounted on the side of the unit, and fair visitors were able to view themselves on television—almost all of them for the first time. KSTP engineers who supervised the display.

Federal Telephone & Radio Corp.

FEDERAL occupies a space of 800 square feet, exhibiting a wide range of broadcast equipment, featuring a 30-foot section of its FM Square Loop Antenna with displays of coverage maps showing areas of dependable reception provided by a number of Federal's eight-loop antenna installations.

Also included in the exhibit will be a 10 kw FM transmitter, transmitter console, monitor speaker, transcription table, power supply, FM monitor, transmitting and rectifier tubes and transmission lines.

Representatives from Federal's sales and engineering staffs will be in attendance, and the company's headquarters will be at the Ambassador Hotel. Among those attending will be N. E. Wunderlich, A. W. Rhinow, George Scott, E. J. Giguere, Lowell White and Crump Smith.

Gates Radio Co.

GATES features a new and different speech input console; the Gates BF-3A FM transmitter, 3 kw in power, the new BC-1F AM transmitter of 1000 w, the 250C-1 transmitter of 250 w AM, the deluxe BC-250D transmitter of 250 w AM, the Gates CB-10 and CB-7 transcription turntables, the CB-4 Desk assembly and many other items of smaller size, including a new limiting amplifier.

A large staff of Gates personnel is attending the convention, including F. J. Pippenger, sales manager, Walter Read from the Hollywood, California, office, Owen J. McReynolds and Larry Cervone from the New York office, Ed Rainey from the midwest sales office, F. W. Wentura, Norbert Jochem and Bill Parker from the Gates engineering department.

* * *

General Electric Co.

GENERAL ELECTRIC is displaying many types of equipment made at Electronics Park, Syracuse, in an area running 80 feet along the east side of the municipal auditorium. It shows AM and FM broadcast and television apparatus and transmitting tubes. In an adjacent area the company is cooperating with Radio Inventions, Inc., in facsimile demonstrations of equipment GE is making for large newspapers and broadcasters.

In the television area, before a background of photo murals, GE has television equipment "in action" with cameras picking up periodic live and film shows and feeding them through a "control room" setup to receivers in the area. Equipment in addition to the cameras, will include such items as film and slide projectors, a program console for switching and dissolving, camera control and line monitor consoles. One of the cameras, comparatively small and lightweight and using the image orthicon, is making its first appearance. A 6-ft. microwave relay antenna is also shown.

A 4-bay antenna on a 50-ft. mast "tops" the exhibits in the broadcast section of the display, which includes items such as a 10-kw FM transmitter, a 1-kw AM transmitter, transmitter console, two-studio consolettes, monitoring speaker, oscilloscope (for limiting amplifier demonstration), and three cabinet racks to include such equipment as FM and AM station monitors, audio amplifiers, jack strips and miscellaneous accessories.

The following personnal from the headquarters sales staff at Electronics Park in Syracuse are available for consultation: P. G. Caldwell, manager of GE Transmitter Division sales; W. R. David, broadcast equipment sales manager, and assistants N. J. Peterson, W. G. Broughton, and R. J. Brown; A. F. Wild, television equipment sales manager and assistants H. W. Granberry and W. R. Ahern; and R. D. Jordan, advertising and sales promotion manager of the division.

Field representatives on hand during the three days include: W. C. Jaeger, New England district; H. L. Perdiue, New York district; R. S. Yeandle, Atlantic district; J. M. Comer, Jr., Southeastern district; F. R. Walker and J. Wall, East Central district; M. F. Chapin and S. W. Pozgay, Central district; G. P. Foster, West Central district; J. H. Douglas, Southwestern district; and J. E. Hogg, Western district.

* * *

Langevin Co.

LANGEVIN features PROGAR (PROgram GuARdian), a fast acting peak limiter, preceded by an automatic gain control amplifier with variable time constants. The dual action of this unit, in broadcast applications, assures a higher percentage of modulation than can be obtained with the usual limiting or governing amplifier.

The Guardian Amplifier (automatic gain control) will, after a predetermined adjustable period of time, increase its gain to compensate for decreases in program level up to 15 db. This portion of the PROGAR, the Guardian, will also act on increases on program level up to 20 db. Transient peaks are handled by the peak limiter, but if the level of the program material stays up, the Guardian will reduce its gain, bringing the program level down to normal.

* * *

Lehigh Structural Steel Co.

THE STORY of Lehigh towers is told pictorially at the company's booth. Among installations are those of three television stations in Washington — WRC, WMAL and WWBR. Other photos show operation of Lehigh's galvanizing plant as well as commercial tower installations.

Representing the company at the

(*Continued on page 248*)

Great artists are great because they feel the message in the music they play. Their interpretations express the right note of pathos and strength, run the full range of joy and tragedy in human experience. ¶ Superior radio engineering demands this same expertness and attention to detail . . . a thorough understanding of the problems peculiar to each client, a knowledge of the full range of today's radio. ¶ Since 1935 we have offered full scale engineering service including: allocation engineering, systems engineering, antenna design and adjustment, field intensity measurement, audio and acoustical design, special equipment design. Your inquiries are invited.

McNARY & WRATHALL
CONSULTING ENGINEERS
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Beginning October
WEST COAST OFFICE-SANTA CRUZ, CAL.
GRANT R. WRATHALL—DIRECTOR

New Equipment

(*Continued from page 246*)

convention are J. F. Neary, in charge of radio operations; F. H. Taylor and Richard E. Hansen, structural engineers.

* * *

Magnecord Inc.

CONTINUOUS operation of a wire recorder is featured by Magnecord Inc., in an attempt to demonstrate resistance of wire to breaking. Magnecord contends wire does not break in operation.

Demonstrations of the actual sound of the instrument will be given in a private audition room. The company announces also that it will manufacture recording tape units in the future, but contends tape at present lacks standard type of coating, magnetic characteristics and speed.

* * *

Newspaper Publishers' Faximile Service

BOTH EQUIPMENT AND PROGRAMMING by facsimile are being demonstrated by Newspaper Publishers' Faximile Service. Two types of programming are shown together with facsimile studio equipment and a variety of types of reproducing units, including studio monitors, display recorders for use in auditoriums and show windows and home console models combined with all-wave AM-FM reception.

The service is a subsidiary of Radio Inventions Inc. The display includes a complete radio station installation of the type being planned for shipment to broadcasters this fall to inaugurate home and display facsimile service through FM outlets. The types being shown are units made by General Electric.

One of the broadcasters scheduled to go on the air before the end of the year, WAAT of Newark, has its facsimile editorial staff in the NPFS space, preparing editions of the display and promotion type under the supervision of facsimile experts. Reception of facsimile broadcasts is shown on the boardwalk at two locations.

* * *

U. S. Recording Co.

NEW EQUIPMENT is featured in U. S. Recording Co. booth, revolving around regular line of portable transcription equipment. A new light-weight compact AC-DC remote amplifier has three-channel microphone input with a four-inch VU meter and a weight of approximately ten pounds. It is built to meet all specifications for FM broadcasting.

Also shown is the Panacoustic executive radio console including an automatic record changer, 16-inch transcription turntable, AM and FM tuner and a magnetic tape recorder all mounted in a bleached mahogany cabinet.

Presto Recording Corp.

PRESTO is stressing directly gear driven recorders and directly gear driven transcription turntables. This type of equipment is relatively new. New type of direct gear drive for recording transcription turntables is of great interest to the broadcast station because of the very accurate speed regulation provided and also because this type of equipment offers a complete lack of any adjustments which are constantly necessary in the case of idler drives, belt drives and planetary speed reductions.

Also shown for the first time is a new rack mounting recording amplifier and new high fidelity lateral reproducer.

Present at the booth are George J. Saliba, president; M. M. Gruber, secretary; John Strampfer, Assistant Plant Superintendent, and Thomas B. Aldrich, Sales Manager.

* * *

Radio Corp. of America RCA Victor Division

RCA BOOTH is devoting its space mainly to dramatizing new developments in video equipment and techniques, including the TT-5A—New 5 kw television transmitter and along with image orthicon field equipment, projection equipment, control equipment and microwave relay line transmitter equipment.

The new studio camera is expected to revolutionize studio operation in that it is said to produce brilliant sharp pictures with excellent half-tone shades at light levels from 100 to 200 foot candles. The average fluorescent desk lamp provides light at about 100 candles. The camera will function down to 25 foot candles and also permits the use of cooler and softer fluorescent type of light.

A mobile television unit virtually a studio on wheels will be on hand with complete control equipment mounted on racks provided for it inside. This equipment has special compartments for carrying the field pick-up (image orthicon camera) and microwave relay equipment The truck can be brought to the scene of action and can cover a news event by television in a minimum amount of time. The roof of this truck provides a point of vantage on which to mount television cameras as well as the microwave equipment which "beams" the video signals to the television studio racks several miles away. The microwave equipment displayed is the type used by all the television broadcasters in the country who are doing remote pick-up.

In attendance at the booth are: W. W. Watts, T. A. Smith, A. R. Hopkins, Dana Pratt, M. A. Trainer, J. P. Taylor, H. J. Lavery, T. A. Hall, J. A. Renhard, LeRoy Goodwin, K. R. Redding, C. M. Lewis, P. H. Clark, E. C. Tracy, A. Josephsen, H. Sadenwater, L. W. Haeseler, Ed. Miller, P. B. Reed, J. H. Keachir, G. E. Mackinson, P. G. Walters, Jr., R. J. Palnisano, W. M. Witty, S. J. Kelley, C. A. LaHar, E. Frost, C. W. Turner, R. J. Newman, J. K. Hiler, D. Bain, S. H. Engel.

WKNB New Britain, Conn., celebrated its first birthday with a commemorative special program last month. From left to right: Bob Martineau, manager; Howard Fox, president of the Chamber of Commerce; Rev. Hayward Forman, representing the clergy and Julian Gross, president of the station.

* * *

Rangertone Inc.

TAPE RECORDING is being demonstrated by Rangertone Inc. The models are based on an improved German version, the history of which is of considerable interest.

High fidelity, and dependability of operation are claimed. No effort has been spared in order to make them truly professional instruments.

Their frequency response is flat within plus or minus three decibels from 40 to 12,500 cycles. Their noise to signal ratio is better than 45 decibels down from signal. It should be noted, in this regard, that the noise present is of a steady character, and consequently far less noticeable than noise produced by other recording methods. Distortion is measured at 1,000 cycles with input at minus 5 decibels, and a total harmonic distortion of 2.3%.

* * *

Raytheon Manufacturing Co.

COMPLETE LINE of AM and FM transmitting and studio equipment from 250 w to 10,000 w is displayed by Raytheon.

Special features are an RPC-40 portable consolette, a 250 w FM transmitter incorporating the new cascade phase shift modulation, and a 5 kw AM transmitter RA-5 which has not had a previous convention showing although it is in practical operation.

In addition to the complete broadcast sales staff, Raytheon engineers and designers are present at the booths.

Phase shift modulation, incorporated in Raytheon's 250 w FM transmitter on display, is a system consisting of a crystal oscillator operating at about 100 kc whose RF voltage is phase modulated by six simple phase shift networks. The six-phase shift networks are in cascade for RF voltages but the audio voltages controlling them are in parallel. Thus the phase shift produced by each section is additive so that approximately six times the phase shift of a single section is obtained without multiplication of the carrier frequency. The output of the last phase shift section is then amplified and multiplied by a factor of 12 within the modulator unit. (The overall multiplication is 972 from crystal frequency to carrier frequency.)

* * *

Western Electric Co.

WESTERN ELECTRIC has packed its 1,200-square-foot convention booth with equipment and components from microphone to antenna. Announced and displayed is Western's new 5A Monitor which provides indication of center frequency deviation and modulation percentage for FM broadcasting. The monitor incorporates many novel and advantageous features.

The new 3 kw FM "Transview" transmitter is on display for the first time. Incorporated in the 3 kw transmitter is Western's 3A Power and Impedance Monitor which is likewise supplied as standard equipment with the 10 kw FM transmitters also displayed. The monitor improves the accuracy of power measurement, increases the speed and convenience of transmission line mismatch determinations, and provides protection for the transmitter and transmission line.

Other items on display include a complete microphone grouping headed by the 640AA, a model of the 54A FM antenna, 1304A Reproducer, 1126C Amplifier, and a unique array of electron tubes, quartz crystals, deposited carbon resistors, and germanium and silicon varistors.

The Western Electric delegation is headed by S. P. Taylor, who is manager, Distributor Sales, and J. H. Ganzenhuber, manager, Broadcast Sales of the Radio Division, supported by members of Bell Telephone Labs., and field representatives of the Graybar Electric Co.

* * *

Westinghouse Electric Corp.

INDUSTRIAL Electronics Division of the Westinghouse Electric Corp. displays publicly for the first time the new 3 kw frequency modulated broadcast transmitter.

The 3 kw FM transmitter adds rectifier and amplified cubicles so that station power can be increased to 10 kw, and an additional amplifier unit and associated equipment can be used to boost transmitting power to 50 kw.

Also on display are the exciter and rectifier units of the 50 kw AM transmitter. This transmitter features centralized controls and switches with their associated indi-

(*Continued on page 250*)

A GOOD BUY

Yes, we believe any of these products—and these are just a few advertised on WNEB—is a good buy. And we believe that these national advertisers (and the time buyers in their agencies) know a good buy in a good market when they see one, too. Worcester people spend over 50% more than the national per capita average for food—nearly 10% more than the national average for drugs. Want to get to these people—*economically?* You can, on WNEB—Worcester's independent station. Check with our reps for facts, figures . . . and availabilities.

WNEB

Serving New England's Third Largest City

WORCESTER MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc., New York and Chicago, and Kettell-Carter, Inc., Boston

New Equipment

(*Continued from page 248*)

cators, metal rectifiers throughout with the exception of the main high voltage rectifier; low operating cost since it requires less kilowatt input; spare rectifier tube for push-button placement in the circuit; gas-filled capacitors in the RF driver stage; air-cooled tubes; and flexibility of installation through "true" cubicle construction.

Supporting the equipment exhibits, the Division displays 16x20 inch photo enlargements of the remaining six cubicles of the 50 kw AM transmitter and similar photos of the 5 kw AM, 10 kw AM, and 10 kw FM transmitters. Other photographic albums are used to demonstrate allied equipment—phasing, regulators, switchgear, lighting, studio consoles, etc., with a separate photographic display on tubes.

In connection with the new feature of the convention—exhibition of home radio receivers—the Division exhibit includes three radios from the new line of receivers introduced this month by the Westinghouse Home Radio Division of Sunbury, Pa. All equipped with FM, the sets include two consoles and one table model.

Division representatives at the booth will include Carl W. Miller, Division sales manager; Fred W. Fischer, supervisor of the Broadcast Section; Maynard R. Briggs, chief engineer of the Broadcast Section; and broadcast specialists E. S. Mielke, New England district, George B. Saviers, Central District, A. D. Foster, Eastern and Middle Atlantic districts, and M. Brasseur, Northwestern district.

* * *

Wirecorder Corp.

WIRECORDER CORP. is demonstrating a recorder which can be used in connection with any public address system. The unit being shown will sell in the industry for $138.50. It is claimed to be a high-fidelity recorder-reproducer unit of durable construction and highly portable.

Sunspots

(*Continued from page 108*)

disturbances of the atmospheric layers, if predicted before they occur, may often be overcome by changes to radio frequencies which will be reflected.

It is in this matter of predicting atmospheric changes induced by sunspots that Dr. Stetson has carried on much of his research.

By carefully charting the growth of sunspots, it is possible to estimate with considerable accuracy when a blackout of radio communication may result. As Dr. Stetson explains in the preface to his new book:

"Sunspots made their contribution to the war effort by frequently giving forewarning, days in advance, of anticipated blackout periods in radio communication. On many occasions communication predictions based on sunspots were of inestimable value to the military authorities, who had of necessity to keep communication channels open both to the European and to the Pacific theaters of operation in the combat zones.

Their Study Important

"In peacetime radio, the future success of long-distance communication, the performance of entertainment radio beyond the primary ground-wave range, and the satisfaction to be gained from the new frequency allocations for Frequency Modulation and television may rest in no small measure upon the guidance furnished by a study of the sun and the sunspot cycle."

Dr. Stetson's new book treats the technique of predicting radio disturbance on the basis of sunspot study in detail, shows how he has charted the influence on broadcasting by the solar storms over a 20-year period.

Production, Other Allied Arts Exhibits

Louis G. Cowan Inc.

LOUIS G. COWAN exhibit itself is a simulated circus-carnival setup, with considerable use of red and white awning effect. The various shows will be pictured and described inside shooting-gallery targets. In addition to brochures on the various shows, attendants are giving away jumbo peanuts to carry out the carnival atmosphere.

Forming the basis of the display are the following shows: *Smiths of Hollywood*, ½ hr., situation comedy; *The Tommy Dorsey Show*, 1 hr., disc jockey; *Red Ryder*, ½ hr., westerner; *Theater of Famous Players*, ½ hr., dramatic; *Murder at Midnight*, ½ hr., mystery; *Joe McCarthy*, 5 mins., sports commentary; *Barbershop Harmonies*, 15 mins., musical; *David Street*, 15 mins., musical.

* * *

Harry S. Goodman Radio Productions

BEAUTIFUL MODELS—two of them—are Harry S. Goodman's chief display at the Convention despite fact firm is in business of leasing transcribed radio programs. The girls represent telephone operators in abbreviated costumes. Each will carry a telephone bearing a sign reading, "I have your number." Numbers will be distributed and each evening the winning number will be selected at the Goodman booth. Each winner will receive—well, it's a secret, but the winners will surely enjoy drinking it! New numbers issued daily.

Also offered at the booth will be "Weather Man," whose eyes forecast weather changes eight to 24 hours in advance—blue for fair weather, pink for rain and violet for a change in weather. A six-foot reproduction of the "Weather Man" complete with changeable eyes will also be featured.

The following personnel are on hand at Booth 45, 50 and 50A at Convention Hall and at their headquarters in the Ambassador Hotel: Harry S. Goodman, Everett F. Goodman, J. Drayton Hastie, Si Lewis, Eugene H. Pike, Jack Slatter.

* * *

Kasper-Gordon Inc.

SPECIALLY DESIGNED playback machine is the nucleus of Kasper-Gordon's exhibit. To go with it is a patented transcription carrier, simulating a fine piece of luggage.

"Buddy Bear," the center piece of the Kasper-Gordon juvenile series, was to attend the conference in person. He is featured in *The Adventures of Buddy Bear*.

At the Kasper-Gordon display are Edwin H. Kasper, president; Aaron S. Bloom, treasurer, and Lewis Bornstein, sales manager.

* * *

C. P. MacGregor

PHOTOGRAPHIC presentation of the name talent appearing in programs produced by the company is shown in the MacGregor booth. Among series represented in the display are *So Proudly We Hail*, War Dept. recruiting program on some 900 stations; the Paramount program heard on 500 stations; the MacGregor transcribed library. Literature describing principal programs is being distributed.

At the MacGregor exhibit are Mr. MacGregor; F. L. Rudolph, sales manager; Edward M. Kirby, special eastern representative. The firm is maintaining headquarters in an Ambassador Hotel suite.

* * *

Charles Michelson Inc.

TRANSCRIPTIONS and their success stories are being offered for examination by Charles Michelson Inc. Included among the programs handled by the firm are *Uncle Don*, *A Date With Music* and *the Shadow*.

On view are portable AC and AC-DC playbacks especially built for radio station salesmen. The Gennett & Speedy-O sound effects record library, claimed to be the largest in the world, is exhibited.

* * *

SESAC Inc.

SESAC PRESENTS for the first time at its exhibit a personality symbolizing its transcriptions. He is known as E. T. SESAC. He does all the chores, such as building interesting programs, creating suitable continuity, attracting new clients. He will be the main motif of the exhibit.

Two life-size replicas of E. T. will be featured at the exhibit.

* * *

Standard Radio Transcription Services

LISTENING POST has been set up by the Standard Radio Transcription Services as a device to permit convention visitors to hear souvenir discs on-the-spot without disturbing adjoining exhibitors.

It consists of a long table with a battery of earphones.

Long known for its "gimmicks," Standard has another device certain to be popular. To emphasize their "Quality and Showmanship—A Winning Combination" slogan, Standard is distributing small discs to be worn on the lapel of all Conventioneers. These discs are numbered consecutively in pairs, one set bearing the legend "Quality" and the mate the legend "Showmanship." When the wearer of a "Quality" number meets the wearer of the same number marked "Showmanship" an attractive prize (liquid) is awarded to each of the wearers.

* * *

Teleways Radio Productions

BANNERS are advertising Teleways Radio Productions, Inc., transcribed programs. The 3x4 foot flags describe such programs as *Sons of the Pioneers* and *This Amazing World*. Audition platters can be ordered direct from either of the two booths.

In attendance are George Swearingen, eastern sales manager; Robert Sholty, Midwest sales manager; J. Eugene Ballantyne, western sales manager, and Charles A. Kennedy, vice president and director of sales.

* * *

Transcription Sales Inc.

TRANSCRIPTION SALES booth consists of complete visual presentation of all "vital statistics" on company shows. Main attraction will be "personal appearance of "Singin' Sam," star of the *Reminiscin' with Singin' Sam* show. Sam will be there during the entire convention.

* * *

Frederic W. Ziv

MORE and more stations are programming more and more hours with Ziv transcribed shows, the Ziv booth proclaims. On display is a four-color lighted map of the United States summarizing the sales story of the company, coast to coast, market by market.

Ziv is represented by Vice President John L. Sinn, Sales Manager Al Unger, Divisional Managers Ed Broman and Barney Cragston, and Account Executives Sid Freeman, M. J. Rafkin, Bill Christian, Tom Privette; Ann Romer and Mildred Friedman of the home office.

RADIO STATIONS DON'T COME OUT OF THIN AIR

From start to finish, there are a definite number of steps that *must* be taken to put a radio station on the air. Costly delays can be avoided in advance by sound engineering planning from conception to construction. Ours is an organization geared to handle the whole job from start to finish. Our method of undivided responsibility assures time-saving, money-saving professional follow-through on every project under our direction.

Drop by our suite in the Hotel Ambassador and see these steps for yourself.

RAYMOND M. WILMOTTE INC.

Raymond M. Wilmotte, *President* — Paul A. deMars, *Associate*
CONSULTING ENGINEERS
DESIGNERS AND CONSTRUCTORS
1469 Church Street, N. W.
Washington, D. C.

Directory of Commercial FM Stations in United States

(Continued from page 114)

INDIANA

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Columbus, WCSI	Syndicate Theatres Inc.	93.7 229	31 kw	CP only (Exp. 10-25-47)
Connersville, WCNB	News-Examiner Co.	100.3 262	7.7 kw	CP only (Exp. 9-29-47)
Crawfordsville	H. Foster Fudge, Gladys C. Fudge, W. Addington Vance and Martha F. Vance d/b as Journal Review	102.9 275	...	Cond. grant 4-17-47
Elkhart, WTRC-FM	Truth Pub. Co. Inc.	100.7 264	22 kw	CP only (Exp. 11-11-47)
Evansville, WIKY-FM	South Central Bestg. Corp.	104.1 281	...	Cond. grant 6-11-47
Evansville, WMJF-FM T-NW Kratzville	Tri-State Bestg. Corp.	102.5 273	20 kw	CP only (Exp. 8-16-47)
Evansville, WMLL (WGBF)	Evansville On The Air	94.5 233	20 kw	Licensed (Exp. 5-1-48) (CP freq. exp. 10-20-47)
Fort Wayne, WFTW-FM	Fort Wayne Bestg. Inc.	103.7 279	10 kw	CP only (Exp. 2-27-48)
Fort Wayne, WGL-FM	Farnsworth Television and Radio Corp.	105.3 287	20 kw	CP approved- Ltr. 10-28-46
Fort Wayne, WKJG-FM T-nr Fort Wayne	Northeastern Indiana Bestg. Co. Inc.	106.1 291	20 kw	CP only (Exp. 9-30-47)
Fort Wayne, WOWO-FM	Westinghouse Radio Stations Inc.	96.1 241	16.5 kw	Licensed (Exp. 5-1-48)
Hammond, WJOB-FM	South Shore Bestg. Corp.	92.3 222	20 kw	CP only (Exp. 2-16-48)
Indianapolis, WABW (WBBW)	Associated Bestrs. Inc.	94.7 234	...	Licensed (Exp. 6-1-47, Ext. 9-1-47)
Indianapolis, WMHC	The William H. Block Co.	97.1 246	19.5 kw	CP only
Indianapolis, WVNA	Scripps-Howard Radio Inc.	93.1 226	20 kw	CP only (Exp. 2-12-48)
Indianapolis, (WIBC)	Indiana Bestg. Corp.	....	20 kw	CP only
Indianapolis, (WIRE)	Indianapolis Bestg. Inc.	....	20 kw	CP approved
Indianapolis, (WISH)	Capitol Bestg. Corp. Inc.	....	20 kw	CP only
Indianapolis	Universal Bestg. Co. Inc.	....	20 kw	CP only
Kokomo, WKMO-FM	Kokomo Bestg. Corp.	99.9 260	31 kw	CP only (Exp. 12-3-47)
Lafayette, WFAM (WASK)	WFAM Inc.	95.1 236	12 kw	CP only (Exp. 9-21-47)
Marion, WMRI	Chronicle Pub. Co. Inc.	106.9 295	...	Cond. grant 3-6-47
Muncie, WLBC-FM S & T-S Muncie	Donald A. Burton	104.1 281	8.6 kw	CP only (Exp. 10-22-47)
New Castle, WCTW	Courier-Times Inc.	103.1 276	340 w	CP only (Exp. 9-3-47)
Shelbyville, WSRK	Shelbyville Radio Inc.	101.3 267	5 kw	CP only (Exp. 10-18-47)
South Bend, WSBF (WSBT)	South Bend Tribune	101.3 267	20 kw	Licensed (Exp. 6-1-48)
Terre Haute, WBOW-FM	Banks of the Wabash Inc.	101.1 266	20 kw	CP only (Exp. 3-6-48)
Terre Haute, WTHI-FM	Wabash Valley Bestg. Corp.	99.9 260	20 kw	CP only (Exp. 11-4-47)
Wabash	Syndicate Theatres Inc.	97.5 248	...	Cond. grant 7-17-47

IOWA

Atlantic, KCON	Continental Bestg. Co.	106.5 293	...	Cond. grant 6-20-47
Burlington, KBUR-FM	Burlington Bestg. Co.	92.9 225	20 kw	CP only (Exp. 2-16-48)
Cedar Rapids, KCRG-FM S & T-W Cedar Rapids	The Gazette Co.	96.9 245	48 kw	CP only (Exp. 11-18-47)
Clinton, KROS-FM	Clinton Bestg. Corp.	104.1 281	500 w	CP approved 8-28-47
Council Bluffs, KSWI-FM	Nonpareil Bestg. Co.	107.9 300	...	Cond. grant 6-26-47
Creston, (KSIB)	Southwest Iowa Bestg. Co.	107.3 297	...	Cond. grant 8-21-47
Davenport, WOC-FM T-Pleasant Valley	Tri-City Bestg. Co.	103.7 279	47 kw	CP only (Exp. 11-12-47)
Des Moines, KIOA-FM	Independent Bestg. Co.	98.5 253	20 kw	CP approved
Des Moines, KRNT-FM T-nr Mitchellville	Cowles Bestg. Co.	104.5 283	160 kw	CP only (Exp. 3-9-48)
Des Moines, KSO-FM	Murphy Bestg. Co.	97.3 247	154 kw	CP only (Exp. 5-20-47)
Des Moines, WHO-FM T-S Mitchellville	Central Bestg. Co.	100.3 262	134 kw	CP approved- Ltr. 5-31-46
Des Moines, (KCBC)	Capital City Bestg. Co.	94.1 231	...	Cond. grant 3-12-47
Dubuque, KDTH-FM	Telegraph Herald	100.5 263	180 kw	CP only (Exp. 3-8-48)
Dubuque, WDBQ (WKBB)	Dubuque Bestg. Co.	103.3 277	10 kw	CP only (Exp. 9-30-47)
Fort Dodge, KVFD-FM	Northwest Bestg. Co.	102.7 274	...	Cond. grant 6-11-47
Keokuk, KOKX-FM	Keokuk Bestg. Co.	102.7 274	...	Cond. grant 6-12-47
Mason City, KGLO-FM	Lee Radio Inc.	101.1 266	260 kw	CP only (Exp. 2-16-48)

IOWA—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Shenandoah, KFNF-FM	KFNF Inc.	103.3 277	...	Cond. grant 6-11-47
Sioux City, KSCJ-FM	Perkins Bros. Co.	94.9 235	280 kw	CP only (Exp. 12-14-47)
Waterloo, KXEL-FM	Josh Higgins Bestg. Co.	105.7 289	540 kw	CP approved 8-21-47

KANSAS

Garden City, (KGAR)	Albert B. Pyatt	....	...	Cond. grant 6-26-47
Hutchinson, KIMV T-Grant Twp.	Hutchinson Pub. Co.	105.7 289	40 kw	CP only (Exp. 1-27-48)
Hutchinson, KWBW-FM	William Wyse, Stanley March and Bess Wyse d/b as The Nation's Center Bestg. Co.	93.1 226	...	Cond. grant- Ltr. 4-25-46
Kansas City, KSBS	Harry Butler and Harry Scherzer d/b as Sunflower Bestg. System	105.9 290	43 kw	CP only (Exp. 2-16-48)
Kansas City, (KCKN) (See Missouri)	The KCKN Bestg. Co.	....	...	Cond. grant 4-4-47
Lawrence, KXKX	The World Co.	105.1 286	2.5 kw	CP only (Exp. 11-27-47)
McPherson, KNEX	The McPherson Bestg. Co. Inc.	103.3 277	...	Cond. grant 6-11-47
Topeka, KTSJ	The Topeka State Journal Inc.	99.5 258	33 kw	CP only (Exp. 9-20-47)
Topeka, WIBW-FM	Topeka Bestg. Assn. Inc.	102.5 273	2.9 kw	CP only (Exp. 5-25-47)
Topeka, WREN-FM	The WREN Bestg. Co. Inc.	94.1 231	...	Cond. grant 5-1-47
Wichita, KFH-FM	The Radio Station KFH Co.	100.3 262	180 kw	CP only (Exp. 2-4-48)
Wichita, KWBB-FM	Louis Levand, Max Levand, John Levand d/b as The Wichita Beacon Bestg. Co.	97.9 250	48 kw	CP only (Exp. 10-27-47)

KENTUCKY

Ashland, WCMI-FM	Ashland Bestg. Co.	93.7 229	4.4 kw	CP only (Exp. 3-17-48)
Bowling Green, WBON (WLBJ)	The Bowling Green Bestg. Co.	101.1 266	8.4 kw	CP approved
Henderson, WSON-FM	Henderson Bestg. Co. Inc.	99.5 258	...	Cond. grant 4-22-46
Hopkinsville, WHOP-FM	Hopkinsville Bestg. Co. Inc.	98.7 254	...	Cond. grant- Ltr. 1-2-47
Lexington, WLAP-FM	American Bestg. Corp.	94.5 233	3 kw	CP only (Exp. 7-14-47)
Lexington, (WKLX)	Fayette Bestg. Co.	92.9 225	...	Cond. grant 4-29-47
Louisville, WBOX (WGRC)	Northside Bestg. Corp.	100.1 261	29.8 kw	CP only (Exp. 3-13-47)
Louisville, WCJT (WHAS) T-Eastwood, Ky.	WHAS Inc.	99.7 259	24 kw	CP only (Exp. 11-25-47)
Louisville, WRXW (WAVE)	WAVE Inc.	95.1 236	15 kw	CP only (Exp. 11-16-47)
Owensboro, WOMI-FM	Owensboro Bestg. Co. Inc.	92.5 223	20 kw	Cond. grant- Ltr. 9-20-46
Owensboro, WVJS-FM	Owensboro On The Air Inc.	96.1 241	45 kw	CP only (Exp. 2-16-48)
Paducah, WKYC (WKYB) T-nr Loan Oak	Paducah Newspapers Inc.	93.3 227	32 kw	CP only (Exp. 5-12-47)
Paducah, WPAD-FM	Paducah Bestg. Co. Inc.	96.9 245	17 kw	CP approved 7-10-47
Winchester, WINW	Winchester Sun Co. Inc.	100.1 261	770 w	CP only (Exp. 9-15-47)

LOUISIANA

Alexandria, KALB-FM T-nr Pinesville	Alexandria Bestg. Co. Inc.	96.9 245	3 kw	CP only (Exp. 11-13-47)
Alexandria, KPDR-FM	Central Louisiana Bestg. Corp.	99.7 259	55 kw	CP only (Exp. 2-16-48)
Baton Rouge, WBRL (WJBO)	Baton Rouge Bestg. Co. Inc.	98.1 251	51 kw	Licensed ext. 7-1-47 CP freq. (Exp. 1-19-48)
Baton Rouge	Modern Bestg. Co. of Baton Rouge Inc.	104.3 282	...	Cond. grant 4-10-47
Lafayette, KVOL-FM	Evangeline Bestg. Co. Inc.	96.1 241	...	Cond. grant 6-20-47
Monroe, KMLB-FM	Liner's Bestg. Station Inc.	104.1 281	...	Cond. grant 4-29-47
New Orleans, WDSU-FM	E. A. Stephens, Fred Weber and H. G. Wall d/b as Stephens Bestg.	105.3 287	200 kw	CP approved- Ltr. 3-13-47

(Continued on page 254)

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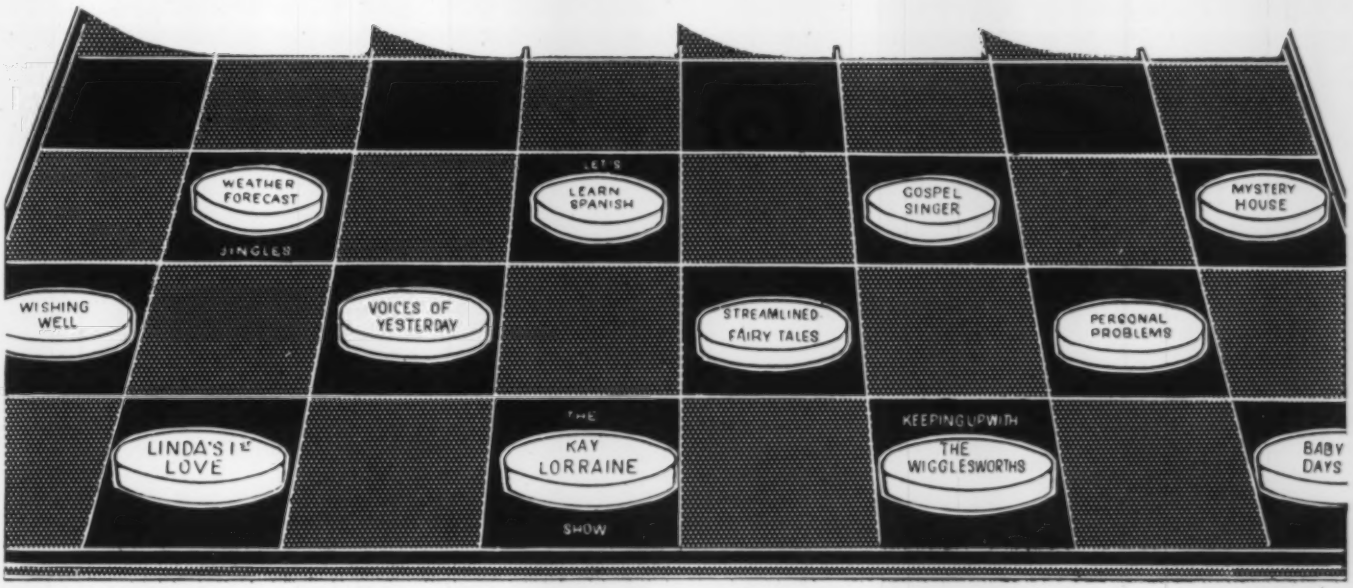

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Directory of Commercial FM Stations in United States

(Continued from page 252)

LOUISIANA—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
New Orleans, WRCM (WJMR)	Supreme Bcstg. System Inc.	97.1 246	61 kw	CP only (Exp. 10-27-47)
New Orleans, WSMB-FM	WSMB Inc.	102.7 274	158 kw	CP only (Exp. 1-28-48)
New Orleans, WTPS-FM T-nr Gretna	The Times Picayune Pub. Co.	95.7 239	270 kw	CP only (Exp. 9-3-47)
New Orleans, WWLH (WWL)	Loyola U.	100.3 262	190 kw	CP approved
New Orleans	Deep South Bcstg. Corp.	93.7 229	40 kw	CP approved
Shreveport, KRMD-FM	T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford Sr. and Mrs. R. M. Dean d/b as Radio Station KRMD	101.1 266	...	Cond. grant 5-15-47
Shreveport, KWKH-FM	International Bcstg. Corp.	94.5 233	...	Cond. grant 4-3-47
Shreveport, (KTBS)	Radio Station KTBS Inc.	....	...	Cond. grant 3-17-47

MAINE

Bangor, WGUY-FM T-Holden	Guy Gannett Bcstg. Services	93.1 226	10.8 kw	CP only (Exp. 10-31-47)
Lewiston, WCOU-FM	Twin City Bcstg. Co. Inc.	93.9 230	13 kw	CP approved
Lewiston, (WLAM)	Lewiston-Auburn Bcstg. Corp.	102.9 275	...	Cond. grant 3-12-47
Portland, WGAN-FM T-Falmouth	Guy Gannett Bcstg. Services	100.9 265	3.6 kw	CP only (Exp. 10-31-47)
Portland, WMNE (WMTW) T-Mt. Washington, N. H.	The Yankee Network Inc.	100.5 263	23 kw	Licensed (Exp. 7-1-48, CP freq. exp. 10-27-47)

MARYLAND

Annapolis, WJWD T-nr Annapolis	The Capital Bcstg. Co.	99.1 256	16.6 kw	CP only (Exp. 8-3-47)
Baltimore, WASA	The A. S. Abell Co.	97.9 250	20 kw	CP only (Exp. 11-10-47)
Baltimore, WCAO-FM	The Monumental Radio Co.	102.7 274	20 kw	CP only (Exp. 10-10-47)
Baltimore, WCBM-FM	Baltimore Bcstg. Corp.	93.1 226	15 kw	Cond. grant-Ltr. 2-19-46
Baltimore, WFBR-FM	The Baltimore Radio Show Inc.	101.9 270	20 kw	CP only (Exp. 12-30-47)
Baltimore, WITH-FM	Maryland Bcstg. Co.	104.3 282	20 kw	CP only (Exp. 11-27-47)
Baltimore, WMCP	Belvedere Bcstg. Corp.	94.7 234	20 kw	CP only (Exp. 9-8-47)
Bethesda, (WBCC)	Broadcast Management Inc.	....	...	Cond. grant 4-10-47
Bradbury Heights	Chesapeake Bcstg. Co. Inc.	....	...	Cond. grant 2-6-47
Cumberland, WTSH T-nr Cumberland	The Tri-State Bcstg. Co.	102.9 275	2.2 kw	CP only (Exp. 12-4-47)
Cumberland, (WTBO)	Aurelia S. Becker and Charles Z. Haskett d/b as Cumberland Bcstg. Co.	106.9 295	...	Cond. grant 3-12-47
Frederick, WFMD-FM T-nr Frederick	The Monocacy Bcstg. Co.	101.5 268	2 kw	CP only (Exp. 8-16-47)
Hagerstown, WJEJ-FM T-Quirauk Mt.	Hagerstown Bcstg. Co.	104.7 284	1 kw	CP only (Exp. 9-6-47)
Salisbury, WBOC-FM	The Peninsula Bcstg. Co.	97.5 248	7 kw	CP only (Exp. 12-14-47)
Silver Spring, WGAY-FM S & T-nr Silver Spring	Tri-Suburban Bcstg. Corp.	102.3 272	44 w	CP only (Exp. 10-1-47)
Silver Spring	Montgomery F. M. Bcstg. Corp.	103.9 280	...	Cond. grant 7-17-47

MASSACHUSETTS

Boston, WBZ-FM T-Hull	Westinghouse Radio Stations Inc.	92.9 225	20 kw	Licensed (Exp. 6-1-48)
Boston, WEEI-FM T-Medford	Columbia Bcstg. System Inc.	103.3 277	20 kw	CP only (Exp. 2-14-48)
Boston, WHDH-FM T-Waltham	Matheson Radio Co. Inc.	94.5 233	20 kw	CP only (Exp. 2-14-48)
Boston, WNAC-FM T-Medford	The Yankee Network Inc.	98.5 253	19.5 kw	CP only (Exp. 2-14-48)
Boston, WUNY	Unity Bcstg. Corp. of Massachusetts.	102.5 273	20 kw	CP only
Boston, (WBMS)	Templetone Radio Mfg. Corp.	104.1 281	20 kw	CP only
Boston, (WCOP)	Massachusetts Bcstg. Corp.	106.7 294	20 kw	CP only

MASSACHUSETTS—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Brockton, WAZV	Cur-Nan Co.	107.1 296	800 w	CP only (Exp. 11-20-47)
Brockton, WBET-FM	Enterprise Pub. Co.	....	800 w	CP only
Brockton	Plymouth County Bcstg. Corp.	106.3 292	800 w	CP approved 8-14-47
Cambridge	Harvey Radio Lab. Inc.	96.9 245	20 kw	CP only
Chicopee, (WACE)	Regional Bcstg. Co.	....	3 kw	CP only
Fall River, WFRN	Narragansett Bcstg. Co.	100.9 265	300 w	CP approved 8-14-47
Fall River, WSAR-FM T-Lakeville Twp.	The Fall River Bcstg. Co. Inc.	103.7 279	20 kw	CP only (Exp. 11-18-47)
Fitchburg, WEIM-FM	Mitchell G. Meyers, Rubin E. Aronheim and Milton H. Meyers	104.7 284	18 kw	CP only (Exp. 10-23-47)
Greenfield, WHAI-FM	John W. Haigis	98.3 252	1 kw	CP only (Exp. 11-13-47)
Haverhill, WHAV-FM T-nr Haverhill	The Haverhill Gazette Co.	92.5 223	20 kw	CP only (Exp. 9-22-47)
Holyoke, WHYN-FM	The Hampden-Hampshire Corp.	93.1 226	3.5 kw	CP only (Exp. 9-29-47)
Lawrence, WLAW-FM T-Andover	Hildreth & Rogers Co.	93.7 229	17 kw	CP only (Exp. 11-12-47)
Lowell, WLLH-FM	Merrimac Bcstg. Co. Inc.	99.5 258	12.2 kw	CP only (Exp. 2-16-48)
New Bedford, WBIL	Southeastern Massachusetts Bcstg. Corp.	99.3 257	880 w	CP only (Exp. 10-19-47)
New Bedford, WBSM	Bay State Bcstg. Co.	97.3 247	20 kw	CP only (Exp. 2-27-48)
New Bedford, WFMR T-nr Taunton City	E. Anthony & Sons Inc.	98.1 251	20 kw	CP only (Exp. 4-16-47)
North Adams, WMFM (WMNB)	James A. Hardman	97.5 248	1 kw	CP only (Exp. 11-13-47)
Pittsfield, WBRK-FM	Greylock Bcstg. Co.	101.5 268	12 kw	CP only (Exp. 3-17-48)
Pittsfield, (WBEC)	Western Massachusetts Bcstg. Co.	....	...	Cond. grant
Salem, WESX-FM T-Marblehead	North Shore Bcstg. Co.	92.1 221	500 w	CP only (Exp. 11-18-47)
Springfield, WBZA-FM T-E Springfield	Westinghouse Radio Stations Inc.	97.1 246	...	Licensed (Exp. 6-1-48)
Springfield, WMAS-FM T-Mt. Tom	WMAS Inc.	94.7 234	3.2 kw	CP only (Exp. 10-11-47)
Springfield, WSPR-FM T-Wilbraham	WSPR Inc.	97.9 250	14 kw	CP only (Exp. 2-12-48)
Springfield	Gerson Askinas, Earl G. Hewinson, Christos M. Manitsas d/b as Springfield Bcstg. Co.	....	10 kw	CP only
West Yarmouth	E. Anthony & Sons Inc.	....	...	Cond. grant 4-23-47
Worcester, WGTR (WAAB) T-Paxton	The Yankee Network Inc.	99.1 256	6.5 kw	Licensed (Exp. 7-1-48) CP freq. (Exp. 10-27-47)
Worcester, WTAG-FM T-Holden	WTAG Inc.	100.7 264	...	Licensed (Exp. 5-1-48)
Worcester	Marvin Handleman and Howard P. Handleman d/b as Worcester Bcstg. Co.	95.1 236	...	Cond. grant 3-6-47

MICHIGAN

Ann Arbor, WPAG-FM	Washtenaw Bcstg. Co.	98.7 254	2.2 kw	CP only (Exp. 6-22-47)
Battle Creek, WELL-FM	Federated Pub. Inc.	102.1 271	...	Cond. grant 3-20-46
Bay City, WBCM-FM	Bay Bcstg. Co. Inc.	96.1 241	...	CP approved 3-27-46
Benton Harbor WHFB-FM T-nr Benton Harbor	The Palladium Pub. Co.	99.9 260	9.2 kw	CP only (Exp. 10-25-47)
Dearborn, WRAM	Herman Radner	103.9 280	480 w	CP only (Exp. 9-30-47)
Dearborn, (WKMH)	Suburban Bcstrs.	100.3 262	...	Cond. grant 8-7-47
Detroit, WDLW	Knight Radio Corp	95.5 238	20 kw	CP only (Exp. 9-23-47)
Detroit, WDFM	Wolverine State Bcstg. Service Inc.	105.9 290	...	Cond. grant 3-12-47
Detroit, WJBK-FM	James F. Hopkins Inc.	93.1 226	33 kw	CP only (Exp. 11-29-47)
Detroit, WJLB-FM	Booth Radio Stations Inc.	97.9 250	30 kw	Licensed (Exp. 10-1-47) CP freq. and power (Exp. 9-23-47)

(Continued on page 256)

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Directory of Commercial FM Stations in United States

(Continued from page 254)

MICHIGAN—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Detroit, WJR-FM	WJR, The Goodwill Station Inc.	96.3 242	24 kw	CP only (Exp. 12-18-47)
Detroit, WTTL	Telair Co.	99.5 258	...	Cond. grant 3-12-47
Detroit, WWJ-FM	The Evening News Assoc.	97.1 246	...	Licensed (Exp. 5-1-48)
Detroit	UAW-CIO Bcstg. Corp. of Michigan	101.9 270	52 kw	CP approved
Detroit, (WXYZ)	King-Trendle Bcstg. Corp.	101.1 266	...	Cond. grant 2-13-46
Detroit	Lincoln Bcstg. Co.	94.7 234	...	Cond. grant 8-7-47
Detroit	Woodward Bcstg. Co.	107.5 298	...	Cond. grant
Escanaba, WJPJ	John P. Norton	94.7 234	...	Cond. grant 12-5-45
Flint, WAJL	Advertisers Press Inc.	107.1 296	320 w	Cond. grant- Ltr. 4-30-47
Flint, WFDF-FM	Flint Bcstg. Co.	95.1 236	...	Cond. grant 1-9-46
Grand Rapids, WFRS	The Grand Rapids Bcstg. Corp.	92.5 223	10.5 kw	CP only (Exp. 7-27-47)
Grand Rapids, WJEF-FM	John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Bcstg. Co.	93.7 229	...	Cond. grant 8-1-46
Grand Rapids, WLAV-FM	Leonard A. Versluis	96.9 245	54 kw	CP only (Exp. 10-12-47)
Grosse Pointe	Grosse Pointe Bcstg. Corp.	98.3 252	500 w	CP approved 8-28-47
Jackson, WIBM-FM	WIBM Inc.	92.3 222	16 kw	CP only (Exp. 8-5-47)
Lansing, WJIM-FM	WJIM Inc.	97.5 248	53 kw	CP only (Exp. 7-1-48)
Mt. Clemens, WMLN	Macomb Pub. Co.	106.3 292	340 w	CP only (Exp. 5-23-47)
Muskegon, WKBZ-FM	Asbacker Radio Corp.	106.5 293	46 kw	CP only (Exp. 10-18-47)
Muskegon, WMUS-FM	Greater Muskegon Bcstrs. Inc.	107.3 297	3.2 kw	CP only (Exp. 11-12-47)
Owosso, WOAP-FM	The Argus-Press Co.	103.1 276	1 kw	CP only (Exp. 12-1-47)
Pontiac, WCMR-FM T-nr Pontiac	WCAR Inc.	103.5 278	20 kw	CP only (Exp. 2-25-48)
Port Huron, WTTH-FM	The Times Herald Co.	99.1 256	22 kw	CP only (Exp. 10-18-47)
Royal Oak, WEXL-FM	Royal Oak Bcstg. Co.	104.3 282	10 kw	CP only (Exp. 10-18-47)
Saginaw, WSAL (WSAM)	Saginaw Bcstg. Co.	98.1 251	15 kw	CP approved- Ltr. 9-26-47
Wyandotte, WJJW	Wyandotte News Co.	103.1 276	1 kw	CP only (Exp. 10-13-47)

MINNESOTA

Duluth, WDUL (WEBC)	Head of the Lakes Bcstg.	92.3 222	...	
Mankato, KYSM-FM	F. B. Clements & Co. co-partnership, F. Braden Clements, Clara D. Clements, C. C. Clements, Durant F. Clements, Charles R. Butler Jr. and James F. Madden Jr. d/b as Southern Minnesota Supply Co.	103.5 278	47 kw	CP only (Exp. 12-2-47)
Minneapolis, WLOL-FM T-St. Paul	Independent Merchants Bcstg. Co.	101.3 267	34 kw	CP only (Exp. 9-15-47)
Minneapolis, WTCN-FM	Minnesota Bcstg. Corp.	97.1 246	400 kw	CP only (Exp. 10-5-47)
Minneapolis	The Bethesda Free Church	98.5 253	...	Cond. grant 7-24-47
Rochester, KROC-FM T-nr Byron	Southern Minnesota Bcstg. Co.	94.7 234	20 kw	CP only (Exp. 2-1-48)
St. Cloud, KFAM-FM	The Times Pub. Co.	104.7 284	50 kw	CP only (Exp. 2-16-48)
St. Paul, KSTP-FM	KSTP Inc.	102.1 271	545 kw	CP only (Exp. 1-2-48)
St. Paul, WEAX	Elmer A. Benson	100.3 262	...	Coad. grant 6-11-47
St. Paul, WMIN-FM	WMIN Bcstg. Co.	99.5 258	59 kw	CP only (Exp. 9-20-47)
Winona, KWNO-FM	Maxwell H. White and Hermann R. Wiecking d/b as Winona Radio Service	97.5 248	55 kw	CP only (Exp. 9-23-47)

MISSISSIPPI

Clarksdale, (WROX)	Birney Imes Sr.	99.1 256	...	Cond. grant 2-1-46
Gulfport, (WGCM)	WGCM Bcstg. Co. co-partnership, Hugh O. Jones and William E. Jones	101.5 268	...	Cond. grant 4-29-47
Jackson, WJDX-FM T-nr Jackson	Lamar Life Insurance Co.	102.9 275	69 kw	CP only (Exp. 7-26-47)
Meridian, (WMOX)	Birney Imes Jr.	98.5 253	...	Cond. grant 4-10-47

MISSOURI

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Cape Girardeau, KFVS-FM	Oscar C. Hirsch	101.3 276	2.5 kw	CP only (Exp. 2-25-48)
Clayton, KFUO-FM	Evangelical Lutheran Synod of Missouri, Ohio and other states	104.1 281	...	Cond. grant
Jefferson City, KNEU (KWOS) T-nr Jefferson City	Capitol Bcstg. Co.	98.5 253	9.7 kw	CP only (Exp. 2-19-48)
Joplin, WMBH-FM	Joplin Bcstg. Co.	96.1 241	104 kw	CP only (Exp. 12-11-47)
Kansas City, KCFM (KCMO)	KCMO Bcstg. Co.	104.3 282	20 kw	CP only (Exp. 8-18-47)
Kansas City, (KCKN)	The KCKN Bcstg. Co.	106.7 294	...	Cond. grant
Kansas City, KMBC-FM	Midland Bcstg. Co.	100.5 263	30 kw	Licensed (Exp. 5-1-48) CP freq. (Exp. 6-21-47)
Kansas City, KOZY	Everett L. Dillard tr/as Commercial Radio Equipment Co.	98.1 251	9.7 kw	Licensed (Exp. 5-1-48)
Kansas City, WHB-FM	WHB Bcstg. Co.	102.1 271	20 kw	CP only (Exp. 5-13-47)
Kennett, (KBOA)	Kennett Bcstg. Corp.	92.1 221	...	Cond. grant 8-1-47
St. Joseph, KFEQ-FM	KFEQ Inc.	92.3 222	63 kw	CP only (Exp. 2-25-48)
St. Louis, KSD-FM	The Pulitzer Pub. Co.	102.5 273	34 kw	CP only (Exp. 9-16-47)
St. Louis, KUBR	Unity Bcstg. Corp. of Missouri	106.7 294	40 kw	CP only (Exp. 12-2-47)
St. Louis, KWGD	Globe-Democrat Pub. Co.	98.1 251	53 kw	CP only (Exp. 1-5-48)
St. Louis, KWK-FM	Thomas Patrick Inc.	99.1 256	360 kw	CP only (Exp. 4-9-47)
St. Louis, KXOK-FM	Star-Times Pub. Co.	93.7 229	40 kw	CP only (Exp. 1-3-48)
St. Louis, WEW-FM	St. Louis University	95.1 236	42.6 kw	CP only (Exp. 8-13-47)
St. Louis, WIL-FM	Missouri Bcstg. Corp.	97.3 247	32.3 kw	CP approved- Ltr. 5-31-46
Springfield, (KGBX)	Springfield Bcstg. Co.	92.9 225	50 kw	CP approved 7-24-47

NEBRASKA

Lincoln, KFAB-FM	KFAB-FM Bcstg. Co.	97.9 250	11 kw	CP only (Exp. 2-18-48)
Lincoln, KFOR-FM T-nr Lincoln	Cornbelt Bcstg. Corp.	102.9 275	22 kw	CP only (Exp. 9-15-47)
Omaha, KBON-FM	Inland Bcstg. Co.	98.7 254	330 kw	CP only (Exp. 11-6-47)
Omaha, KOAD (KOWH)	World Pub. Co.	92.9 225	380 kw	CP only (Exp. 9-27-47)
Omaha, KWOW (WOW)	Radio Station WOW Inc.	99.9 260	21 kw	CP approved
Omaha, (KOIL)	Central States Bcstg. Co.	104.1 281	...	Cond. grant 5-8-47

NEVADA

Las Vegas, KENO-FM	Maxwell Kelch and Laura Belle Kelch d/b as Nevada Bcstg. Co.	103.9 280	330 w	CP only (Exp. 8-6-47)
Reno, KSAV	Saviers Electrical Products Corp.	103.9 280	760 w	CP only (Exp. 7-19-47)
Reno, KWRN-FM T-nr Reno	Reno Newspapers Inc.	95.5 238	10 kw	CP only (Exp. 8-20-47)

NEW HAMPSHIRE

Claremont, WLOB	Claremont Eagle Inc.	106.1 291	1.5 kw	CP only (Exp. 7-20-47)
Keene, WKNE-FM	WKNE Corp.	107.9 300	...	Cond. grant 6-12-47
Manchester, WMUR-FM	The Radio Voice of New Hampshire Inc.	95.7 239	3.3 kw	CP only (Exp. 3-17-48)
Manchester, (WFEA)	Harry M. Bitner	....	...	CP approved
Portsmouth, WFMI (WHEB) T-Saddleback Mt.	WHEB Inc.	107.3 297	20 kw	CP only (Exp. 9-24-47)

NEW JERSEY

Alpine, WFMN	Edwin H. Armstrong	93.1 226	...	Licensed (Exp. 7-1-47) (Ext. 10-1-47)
Asbury Park, WCAP-FM	Radio Industries Bcstg. Co.	107.1 296	260 w	CP only (Exp. 8-6-47)
Asbury Park, WJLK	Asbury Park Press Inc.	94.3 232	1 kw	CP only (Exp. 9-26-47)
Atlantic City, WBAB-FM	Press-Union Pub. Co.	100.7 264	13 kw	CP approved 1-3-46
Atlantic City, WFPG-FM	Neptune Bcstg. Corp.	98.5 253	15.5 kw	CP only (Exp. 2-23-48)
Bridgeton, WSNJ-FM T-NE Bridgeton	Eastern States Bcstg. Corp.	98.9 255	20 kw	CP only (Exp. 10-31-47)

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RECORDING EQUIPMENT

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Directory of Commercial FM Stations in United States

(Continued from page 256)

NEW JERSEY—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Camden, WANQ	American Quartz Lab. Inc.	100.9 265	...	Cond. grant 5-22-47
Elizabeth, WPOE	Radio Elizabeth Inc.	96.7 244	1 kw	CP only (Exp. 3-21-48)
Jersey City, WFMO	Fidelity Media Bcstg. Corp.	103.1 276	360 w	CP only (Exp. 10-13-47)
Newark, WAAW (WAAT) T-West Orange	Bremer Bcstg. Corp.	102.7 274	13.5 kw	CP only (Exp. 3-1-48)
New Brunswick, WHNM	Home News Pub. Co.	93.5 228	580 w	CP approved 7-10-47
Paterson, WWDX T-Clifton	Passaic Daily News	107.1 296	190 w	CP only (Exp. 9-15-47)
Trenton, WTOA	Mercer Bcstg. Co.	97.5 248	11.3 kw	CP only (Exp. 3-10-48)
Trenton, (WTTM)	Trent Bcstg. Corp.	....	...	Cond. grant 5-22-47

NEW MEXICO

Albuquerque, KXXK	Joe L. Martinez and Harold O. Bishop d/b as FM Radio Bcstg. Co.	....	...	Cond. grant 1-16-47

NEW YORK

Albany, WROW-FM T-N Wolf Hill	Hudson Valley Bcstg. Co. Inc.	93.9 230	2.1 kw	CP only (Exp. 11-10-47)
Albany, WRWR-FM	Champlain Valley Bcstg. Corp.	95.5 238	2.7 kw	CP only (Exp. 11-13-47)
Batavia, (WBTA)	Batavia Bcstg. Corp.	....	...	Cond. grant 4-10-47
Binghamton, WNBF-FM T-nr Binghamton	Clark Assoc. Inc.	100.5 263	12 kw	Licensed (Exp. 5-1-48) CP freq. (Exp. 10-27-47)
Binghamton, (WINR)	Southern Tier Radio Service Inc.	107.7 299	...	Cond. grant 4-24-47
Binghamton	Binghamton Press Co. Inc.	98.1 251	...	Cond. grant 4-4-47
Buffalo, WBEN-FM	WBEN Inc.	106.5 293	...	Cond. grant-Ltr. 1-10-46
Buffalo, WBNY-FM T-Boston, N. Y.	Roy L. Albertson	92.9 225	48 kw	CP only 10-27-47
Buffalo, WEBR-FM	WEBR Inc.	96.9 245	15 kw	CP approved-Ltr. 7-22-46
Buffalo, WGR-FM	WGR Bcstg. Corp.	93.7 229	...	CP approved 8-28-47
Buffalo, WWOL-FM	Leon Wyszatycki tr/as Greater Erie Bcstg. Co.	104.1 281	20 kw	Cond. grant 4-10-47
Buffalo	Clark Assoc. Inc.	102.5 273	...	Cond. grant 4-10-47
Coran, L. I., WFSS	Suffolk Bcstg. Corp.	103.1 276	340 w	CP only (Exp. 9-12-47)
Corning, WKNP	Corning Leader Inc.	106.1 291	4.2 kw	CP only (Exp. 9-27-47)
Cortland, (WKRT)	Cortland Bcstg. Co. Inc.	99.9 260	...	Cond. grant 6-26-47
Elmira, WENY-FM	Elmira Star-Gazette Inc.	106.9 295	...	Cond. grant 12-17-46
Endicott, WENE-FM	Empire Newspapers-Radio Inc.	....	...	Cond. grant 6-26-47
Glenn Falls, WXTR	Warren Bcstg. Corp.	....	...	Cond. grant 5-15-47
Hempstead, L. I., WHNY (WHLI)	FM Bcstg. Corp.	98.3 252	1 kw	CP only (Exp. 9-23-47)
Hornell, WWHG T-nr Hornell	The W. H. Greenhow Co.	105.3 287	10 kw	CP only (Exp. 10-17-47)
Ithaca, WHCU-FM T-Mt. Pleasant	Cornell University	97.3 247	40 kw	CP only (Exp. 7-6-47)
Jamestown, WJTN-FM T-Carroll	James Bcstg. Co. Inc.	93.3 227	9.5 kw	CP only (Exp. 10-16-47)
Kingston, (WKNY)	Kingston Bcstg. Corp.	94.9 235	...	Cond. grant 2-14-47
Lockport	Lockport Union-Sun and Journal Inc.	99.3 257	340 w	CP approved 8-14-47
Massena, WMSA-FM	The Brockway Co.	105.3 287	5 kw	CP only (Exp. 2-30-48)
Mt. Vernon, WHBJ	Hudson Bcstg. System Inc.	106.3 292	300 w	CP only (Exp. 10-6-47)
New Rochelle	Brooklyn Bcstg. Service Inc.	93.5 228	...	CP approved
New Rochelle	New Rochelle Bcstg. Service Inc.	93.5 228	...	CP approved
New York, WABF	Metropolitan Bcstg. Co.	99.5 258	15 kw	Licensed (Exp. 6-1-48) CP freq. (Exp. 12-21-47)
New York, WBAM (WOR)	Bamberger Bcstg. Service Inc.	98.7 254	15 kw	Auxiliary licensed (Exp. 6-1-48, CP freq. 3-1-47)
New York, WCBS-FM	Columbia Bcstg. System Inc.	101.1 266	5.8 kw	Licensed (Exp. 6-1-48, CP freq. 11-13-47)

NEW YORK—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
New York, WGHF	William G. H. Finch	101.9 270	10.3 kw	CP only (Exp. 11-10-47)
New York, WGYN	WGYN Inc.	97.9 250	4 kw	Licensed (Exp. 5-1-47, CP freq. 6-30-47)
New York, WMGM (WHN) T-Cliffside Park, N. J.	Marcus Loew Booking Agency	100.3 262	18 kw	Licensed (Exp. 5-1-48, CP freq. 11-13-47)
New York, WNBC-FM	National Bcstg. Co.	97.1 246	1.6 kw	Licensed (Exp. 5-1-48, CP freq. exp. 3-1-47)
New York, WNYC-FM	City of New York Municipal Bcstg. System	93.9 230	18 kw	Licensed (Exp. 7-1-48, CP freq. exp. 12-25-47)
New York, WQXQ (WQXR)	Interstate Bcstg. Co.	96.3 45.9 242	11.5 kw	Licensed (Exp. 5-1-48, CP freq. exp. 12-31-47)
Niagara Falls, WHLD-FM	The Niagara Falls Gazette Pub. Co.	98.5 253	20 kw	CP only (Exp. 12-1-47)
Ogdensburg, WSLB-FM	St. Lawrence Bcstg. Corp.	106.1 291	13.7 kw	CP only (Exp. 2-19-48)
Olean, (WHDL)	WHDL Inc.	100.7 264	...	Cond. grant 4-23-47
Oneonta, WDOS-FM	Oneonta Star Inc.	99.1 256	4.2 kw	CP only
Oswego, WOPT	Palladium-Times Inc.	104.7 284	3 kw	CP only (Exp. 9-14-47)
Poughkeepsie, WHVA (WKIP) T-Fishkill	Poughkeepsie Newspapers Inc.	104.7 284	2.3 kw	CP only (Exp. 9-7-47)
Rochester, WHEF (WHEC)	WHEC Inc.	96.5 248	...	Licensed (Exp. 5-1-48)
Rochester, WHFM (WHAM)	Stromberg-Carlson Co.	98.9 255	20 kw	Licensed (Exp. 5-1-48, CP freq. exp. 12-17-47)
Rochester, WRNY-FM	Monroe Bcstg. Co.	97.9 250	27 kw	CP only (Exp. 9-30-47)
Rochester	Amalgamated Bcstg. System Inc.	....	...	Cond. grant 2-13-46
Rome, WKAL-FM	Copper City Bcstg. Corp.	95.7 239	32 kw	CP only (Exp. 9-2-47)
Schenectady, WBCA T-New Scotland	Capital Bcstg. Co.	101.1 266	3.5 kw	Licensed (Exp. 5-1-48, CP freq. exp. 10-20-47)
Schenectady, WGFM (WGY)	General Electric Co.	99.5 258	6 kw	Licensed (Exp. 6-1-48, CP freq. exp. 5-10-47)
Syracuse, WAGE-FM T-Pompey	WAGE Inc.	98.5 253	1.6 kw	CP only (Exp. 11-18-47)
Syracuse, WFBL-FM	Onondaga Radio Bcstg. Corp.	93.1 226	8.5 kw	CP only (Exp. 6-18-47)
Syracuse, WNDR-FM	Syracuse Bcstg. Corp.	102.5 273	8.5 kw	CP only (Exp. 9-15-47)
Syracuse, WOLF-FM	Civic Bcstg. Corp.	104.1 281	8.5 kw	CP only (Exp. 10-10-47)
Syracuse, WRPA	Radio Projects Inc.	107.3 297	8.5 kw	CP only (Exp. 9-23-47)
Syracuse, WSYR-FM T-nr Syracuse	Central New York Bcstg. Corp.	94.5 233	9 kw	CP only (Exp. 11-5-47)
Troy, WTNY T-E Troy	The Troy Record Co.	92.3 222	13 kw	CP only (Exp. 11-18-47)
Troy, WTRI (WTRY) T-New Scotland	Troy Bcstg. Co. Inc.	102.7 274	3.5 kw	CP only (Exp. 12-21-47)
Utica, WIBX-FM T-nr Utica	WIBX Inc.	96.9 245	9 kw	CP only (Exp. 9-6-47)
Utica, WRUN-FM T-nr College Hill	Rome Sentinel Co.	105.7 288	4.3 kw	CP only (Exp. 11-20-47)
Utica, (WFRB)	Richard H. Balch	93.7 229	...	Cond. grant 5-8-47
Utica	Utica Observer-Dispatch Inc.	103.3 277	8.5 kw	CP approved 8-14-47
Watertown, WWNY-FM T-nr Watertown	The Brockway Co.	100.5 263	14.4 kw	CP only (Exp. 5-3-47)
White Plains, WFAS-FM T-nr Greenburgh	Westchester Bcstg. Corp.	103.9 280	120 w	CP only (Exp. 10-5-47)

NORTH CAROLINA

Ahoskie, WPBN	Parker Bros. Inc.	101.9 270	665 w	CP only (Exp. 8-4-47)
Asheville, WISE-FM	Radio Station WISE Inc.	102.5 273	9.6 kw	CP only (Exp. 1-1-48)
Asheville, WLOS-FM	Skyway Bcstg. Corp.	104.3 282	8.8 kw	CP only (Exp. 2-18-48)
Asheville, WSKY-FM	Radio Asheville Inc.	101.5 268	...	Cond. grant 10-31-46
Asheville, WWNC-FM	Asheville Citizen-Times Co. Inc.	106.1 291	...	Cond. grant 4-17-47

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Directory of Commercial FM Stations in United States

(Continued from page 258)

NORTH CAROLINA—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Burlington, WBBB-FM T-nr Burlington	Alamance Bcstg. Co. Inc.	101.1 266	34 kw	CP only (Exp. 9-30-47)
Burlington, WFNS-FM	Burlington-Graham Bcstg. Co.	93.5 228	1 kw	CP only (Exp. 11-10-47)
Charlotte, WBT-FM	Southeastern Bcstg. Co.	99.9 260	160 kw	CP only (Exp. 5-4-47)
Charlotte, WIST	Surety Bcstg. Co.	104.7 284	50 kw	CP only (Exp. 9-30-47)
Charlotte, WSOC-FM	Radio Station WSOC Inc.	103.5 278	34 kw	CP only (Exp. 9-30-47)
Concord, (WEGO)	Wayne M. Nelson	....	...	Cond. grant 3-20-47
Durham, WDNC-FM T-nr Durham	Durham Radio Corp.	105.1 286	36 kw	CP only (Exp. 9-8-47)
Durham, (WDUK)	WDUK Inc.	102.5 273	...	Cond. grant 7-17-47
Fayetteville, WFNC-FM	Cape Fear Bcstg. Co.	98.1 251	12 kw	CP only (Exp. 9-23-47)
Gastonia, WGNC-FM	F. C. Todd	101.9 270	11.1 kw	CP only (Exp. 10-31-47)
Goldsboro, WGBR-FM	Eastern Carolina Bcstg. Co. Inc.	93.3 227	20 kw	CP only (Exp. 2-19-48)
Greensboro, WBIG-FM	North Carolina Bcstg. Co. Inc.	92.3 222	20 kw	CP approved
Greensboro, WDPM	Capitol Bcstg. Co. Inc.	98.7 254	48 kw	CP approved 1-2-47
Greensboro, WFMY	Greensboro News Co.	97.3 247	23 kw	CP only (Exp. 11-11-47)
Greensboro, WGBG-FM	Greensboro Bcstg. Co. Inc.	100.3 262	36 kw	CP approved 1-16-47
Greenville, (WGTC)	J. J. White tr/as Greenville Bcstg. Co.	99.1 256	...	Cond. grant 4-22-46
Henderson, (WHNC)	Henderson Radio Corp.	107.3 297	...	Cond. grant 4-17-47
Hickory, WHKY-FM T-nr Hickory	Catawba Valley Bcstg. Co. Inc.	102.9 275	180 kw	CP only (Exp. 11-4-47)
Hickory, WMIT T-Clingman's Peak	Gordon Gray	106.9 295 44.1	53 kw 200 kw	Licensed (Exp. 7-1-47, ext. 10-1-47, CP freq. and power exp. 10-14-47)
High Point, WHPE-FM	High Point Enterprises Inc.	95.5 238	13 kw	CP only (Exp. 12-21-47)
High Point, WMFR-FM	James E. Lambeth, James E. Lambeth Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth d/b as Radio Station WMFR	99.5 258	38 kw	CP only (Exp. 9-15-47)
Morgantown, WMGN	Beatrice Cobb	94.3 232	880 w	CP approved 12-26-46
New Bern, (WHIT)	Coastal Bcstg. Co. Inc.	....	...	Cond. grant 3-27-47
Raleigh, WNAO-FM	The News and Observer Pub. Co.	96.1 241	25 kw	CP only (Exp. 3-28-48)
Raleigh, WPTF-FM	WPTF Radio Co.	94.5 233	...	Cond. grant 11-1-45
Raleigh, WRAL-FM	Capitol Bcstg. Co. Inc.	101.5 268	54 kw	CP only (Exp. 2-17-48)
Reidsville, (WMLS)	Piedmont Carolina Bcstg. Co. Inc.	106.1 291	...	Cond. grant 6-12-47
Reidsville	W. M. Oliver and C. R. Oliver d/b as The Reidsville Bcstg. Co.	98.3 252	...	Cond. grant 4-29-47
Roanoke Rapids, WCBT-FM	WCBT Inc.	98.5 253	10 kw	CP only (Exp. 2-16-48)
Rocky Mount, WCEC-FM	Josh L. Horne	100.7 264	20 kw	CP approved-Ltr. 1-29-47
Rocky Mount, (WEED)	William Avera Wynne	92.1 221	...	Cond. grant 3-27-47
Salisbury, WSTP-FM T-nr Salisbury	Piedmont Bcstg. Corp.	106.5 293	23.2 kw	CP only (Exp. 4-15-47)
Shelby, WOHS-FM	Western Carolina Radio Corp.	96.1 241	...	Cond. grant 6-20-47
Statesville, WSIC-FM	Statesville Bcstg. Co. Inc.	105.7 289	...	Cond. grant 10-31-46
Washington, WRRF-FM T-nr Washington	Tar Heel Bcstg. System Inc.	102.9 275	29 kw	CP only (Exp. 1-21-48)
Wilmington, WLDX	R. B. Page and R. B. Page Jr. d/b as Wilmington Star-News Co.	93.9 230	37 kw	CP approved-Ltr. 1-29-47
Wilmington, WMFD-FM	Richard Austin Dunlea	96.3 242	13 kw	CP approved-Ltr. 11-7-45
Wilson, WGTM-FM T-Snow Hill	Penn Thomas Watson	106.7 294	20 kw	CP only (Exp. 3-16-48)
Winston-Salem, WAIR-FM	C. G. Hill and George D. Walker d/b as WAIR Bcstg. Co.	93.1 226	32 kw	CP only (Exp. 10-21-47)
Winston-Salem, WSJS-FM	Piedmont Pub. Co.	104.1 281	48 kw	CP only (Exp. 10-10-47)

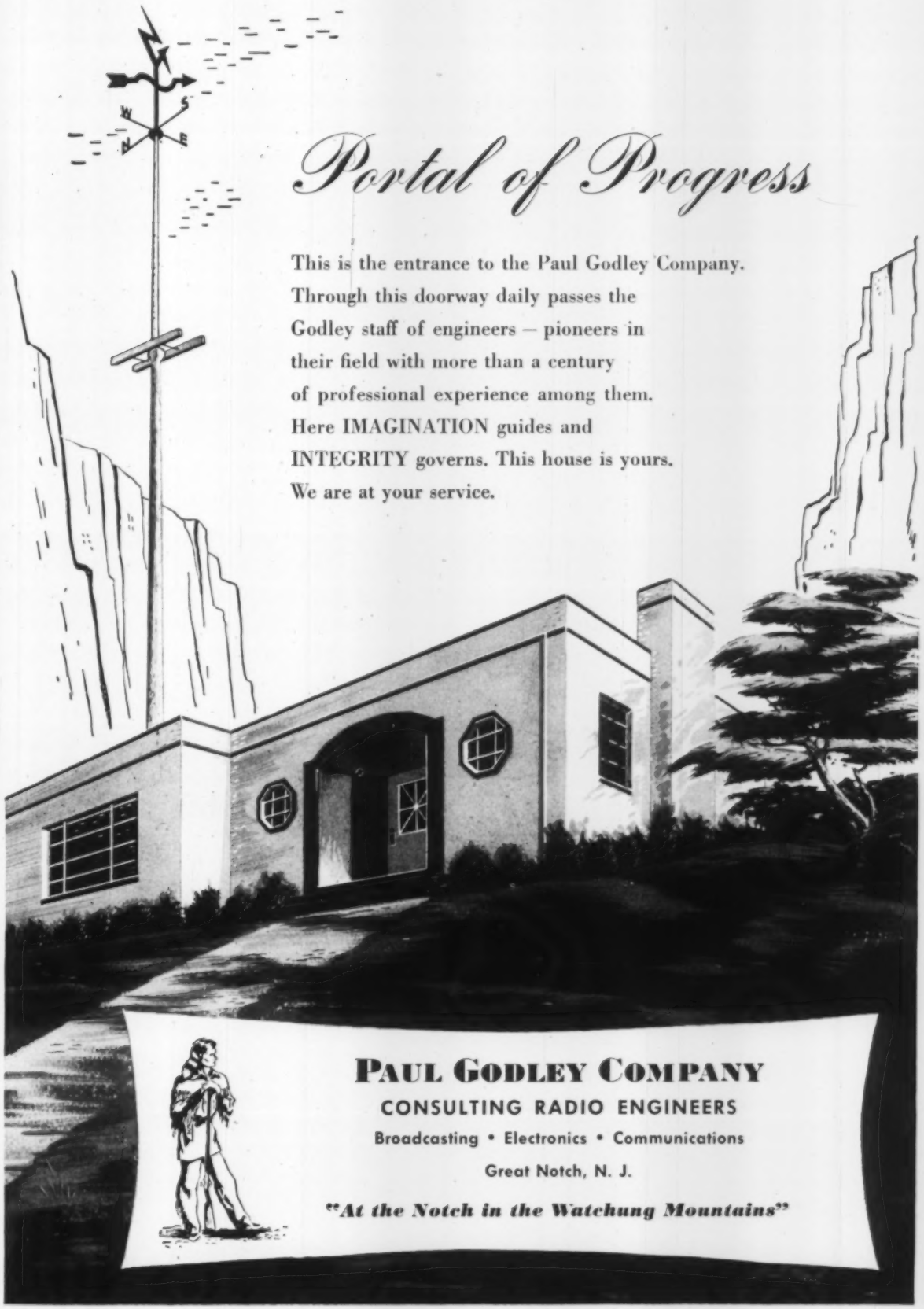
NORTH DAKOTA

Fargo, KVNJ	Northwest Bcstg. Co.	92.3 222	...	Cond. grant 2-6-47
Fargo, KVOX-FM T-Moorhead, Minn.	KVOX Bcstg. Co.	99.9 260	8.5 kw	CP approved-Ltr. 7-22-46

OHIO

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Akron, (WADC)	Allen T. Simmons	96.5 243	19.5 kw	CP only
Akron, (WAKR)	Summit Radio Corp.	97.5 248	20 kw	CP only
Alliance, WFAH	Review Pub. Co.	101.7 269	1 kw	CP only (Exp. 8-13-47)
Ashland, WATG	Robert M. Beer and Edgar Koehl d/b as Beer & Koehl	101.3 267	10.2 kw	CP only (Exp. 3-26-47)
Ashtabula, WICA-FM	WICA Inc.	.....	48 kw	CP only
Athens, WAMS	The Messenger Pub. Co.	107.3 297	16.5 kw	CP only (Exp. 3-29-47)
Bellaire, WTRF (AM-CP)	Tri-City Bcstg. Co.	100.5 263	20 kw	CP only (Exp. 9-22-47)
Canton, WAND-FM	P. C. Wilson	92.5 223	14 kw	CP only (Exp. 12-14-47)
Canton, WCMW-FM	Stark Bcstg. Corp.	94.9 235	15 kw	CP only (Exp. 10-11-47)
Canton, WHBC-FM	The Ohio Bcstg. Co.	94.1 231	25 kw	CP only (Exp. 11-7-47)
Cheviot, WVAW	Suburban Bcstg. Inc.	....	...	Cond. grant-Ltr. 4-4-47
Cincinnati, WCKY-FM	L. B. Wilson Inc.	105.9 290	31 kw	CP only (Exp. 3-3-48)
Cincinnati, WCTS	The Cincinnati Times Star Co.	101.9 270	12.6 kw	CP only (Exp. 11-18-47)
Cincinnati, WLWA (WLW)	Crosley Bcstg. Corp.	101.1 266	9 kw	CP only (Exp. 12-6-47)
Cincinnati, WSAI-FM	Buckeye Bcstg. Co.	102.7 274	16 kw	CP only (Exp. 2-30-48)
Cincinnati, (WCPO)	Scripps-Howard Radio Inc.	105.1 286	...	Cond. grant 12-19-45
Cleveland, (WERE)	Cleveland Bcstg. Co. Inc.	98.5 253	15.5 kw	CP only
Cleveland, (WTAM)	National Bcstg. Co. Inc.	105.7 289	20 kw	CP only
Cleveland	Scripps-Howard Radio Inc.	102.1 271	20 kw	CP only
Cleveland	Telair Co.	106.5 293	20 kw	CP only
Cleveland	UAW-CIO Bcstg. Corp. of Ohio	103.3 277	20 kw	CP only
Cleveland, (WHK)	United Bcstg. Co.	100.7 264	20 kw	CP only
Cleveland, (WGAR)	WGAR Bcstg. Co.	99.5 259	20 kw	CP only
Cleveland, (WJW)	WJW Inc.	104.1 281	7.5 kw	CP only
Cleveland Heights, WSRS-FM	Samuel R. Sague	95.3 237	1 kw	CP only (Exp. 9-20-47)
Columbus, WCOL-FM	Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley d/b as The Pixleys	92.3 222	33 kw	CP only (Exp. 11-22-47)
Columbus, WELD (WBNS)	Radiohio Inc.	97.1 246 44.5	60 kw	Licensed (Exp. 5-1-48, CP freq. exp. 2-1-48)
Columbus, WEOI	Capital Radio Inc.	93.1 226	...	Cond. grant 6-11-47
Columbus, WHKB (WHKC)	United Bcstg. Co.	98.7 254	26 kw	CP only (Exp. 3-28-48)
Columbus, WVKO	Sky Way Bcstg. Corp.	94.7 234	...	Cond. grant 12-26-46
Columbus	Crosley Bcstg. Corp.	96.3 242	17 kw	CP approved 8-28-47
Columbus	Peoples Bcstg. Corp.	97.9 250	...	Cond. grant
Coshocton, (WTNS)	Coshocton Bcstg. Co.	....	...	Cond. grant 4-10-47
Dover, WTUS T-Goshen Twp.	The Tuscora Bcstg. Co.	107.1 296	700 w	CP only (Exp. 5-12-47)
Elyria	Elyria-Lorain Bcstg. Co.	92.1 221	...	CP only
Findlay, WFIN-FM	Helen F. Hover, administratrix Estate of Fred R. Hover, deceased	100.5 263	8.2 kw	CP approved-Ltr. 11-4-46
Fostoria, WFOB	Laurence W. Harry	105.5 288	450 w	CP only (Exp. 10-1-47)
Fremont, WFRO	Robert F. Wolfe and Margaret Wolfe d/b as Robert F. Wolfe Co.	99.3 257	300 w	CP only (Exp. 4-19-47)
Hamilton, WMOH-FM	The Fort Hamilton Bcstg. Co.	103.5 278	8.7 kw	CP only (Exp. 2-27-48)
Lakewood, WLAL	United Garage and Service Corp.	100.1 261	250 w	CP only (Exp. 11-27-47)
Lima, WNXC T-S Lima	Northwestern Ohio Bcstg. Corp.	102.1 271	20 kw	CP only (Exp. 9-22-47)
Lima, (WLOK)	The Fort Industry Co.	103.3 277	...	Cond. grant 4-4-47
Marion, WMRN-FM	The Marion Bcstg. Co.	106.9 295	2.3 kw	CP only (Exp. 7-26-47)
Newark, WCLT S & T-nr Newark	The Advocate Printing Co.	100.3 262	8.5 kw	Licensed

(Continued on page 262)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Directory of Commercial FM Stations in United States

(Continued from page 260)

OHIO—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Painesville	William H. Miller	....	...	Cond. grant 4-10-47
Portsmouth, WPAY-FM T-Greenup County, Ky.	The Scioto Bcstg. Co.	104.1 281	7 kw	CP only (Exp. 10-6-47)
Ravenna, WKRV S & T-midway Kent and Ravenna	Record Pub. Co.	....	...	Cond. grant 4-3-47
Springfield, WJEM (WJEL)	Dr. Delbert Joseph Parsons, John Edward Harwood and Bill Erin d/b as Champion City Bcstg. Co.	103.9 280	...	Cond. grant 4-17-47
Steubenville, WSTV-FM	The Valley Bcstg Co.	103,5 278	1 kw	CP only (Exp. 6-14-47)
Tiffin, WTFM	Jay R. David	98.3 252	450 w	CP only (Exp. 9-30-47)
Toledo, WEAL	Ohio-Michigan Bcstg. Corp.	107.9 300	20 kw	CP approved 8-14-47
Toledo, WSPD-FM	The Fort Industry Co.	101.5 268	20 kw	CP only (Exp. 9-6-47)
Toledo, WTOL-FM	Community Bcstg. Co.	104.7 284	20 kw	Cond. grant-Ltr. 3-12-47
Toledo, WTRT (WTOD)	Unity Corp. Inc.	99.9 260	...	Cond. grant 11-21-45
Warren, WRRN-FM	Nied & Stevens Inc.	107.9 300	3.2 kw	CP approved 8-28-47
Wooster, WWST-FM T-nr Wooster	The Wooster Republican Printing Co.	104.5 283	13 kw	CP only (Exp. 8-18-47)
Worthington, WRFD-FM T-nr Columbus	Peoples Bcstg. Corp.	....	...	Cond. grant 6-11-47
Youngstown, WFMJ-FM	The WFMJ Bcstg. Co.	105.1 286	50 kw	CP only (Exp. 2-18-48)
Youngstown, WKBN-FM	WKBN Bcstg. Corp.	98.9 255	10 kw	CP only (Exp. 9-21-47)
Zanesville, WHIZ-FM	Southeastern Ohio Bcstg. System Inc.	107.7 299	...	Cond. grant 12-26-46

OKLAHOMA

Ardmore, KVSO-FM T-N Ardmore	John F. Easley	93.7 229	8.2 kw	CP only (Exp. 9-16-47)
Clinton	Western Oklahoma Bcstg. Co.	107.5 298	...	Cond. grant 6-12-47
Durant, KSEO-FM	R. F. Story and Bennett Story d/b as Democrat Printing Co.	107.3 297	2.9 kw	CP only (Exp. 10-27-47)
Enid, KCRC-FM	Enid Radiophone Co.	102.7 274	...	Cond. grant 3-27-47
Lawton, KSWO-FM	Oklahoma Quality Bcstg. Co., co-partnership, R. H. Drewry, J. R. Montgomery, Ted R. Wardentin and Robert P. Scott	101.3 267	...	Cond. grant 1-9-46
Muskogee, KBIX-FM	Oklahoma Press Pub. Co.	98.5 253	9.7 kw	CP only (Exp. 2-16-48)
Muskogee, KMUS	Muskogee Bcstg. Co.	101.5 268	6.5 kw	CP only (Exp. 9-6-47)
Oklahoma City, KOCY-FM	Plaza Court Bcstg. Co.	94.7 234	176 kw	CP only (Exp. 11-1-47)
Oklahoma City, KOMA-FM	KOMA Inc.	105.9 290	190 kw	CP only (Exp. 10-28-47)
Oklahoma City, KSUW	Sooner Bcstg. Co.	101.9 270	33 kw	CP only (Exp. 12-4-47)
Oklahoma City, KTOK-FM	KTOK Inc.	104.3 282	...	Cond. grant-Ltr. 11-7-45
Oklahoma City, WKY-FM	WKY Radiophone Co.	98.9 255	190 kw	CP only (Exp. 3-22-48)
Okmulgee	Donald W. Reynolds	93.5 228	410 w	CP approved 8-28-47
Shawnee, KGFF-FM	KGFF Bcstg. Co.	97.5 248	7.8 kw	CP only (Exp. 9-14-47)
Stillwater, (KSPI)	Stillwater Pub. Co.	....	...	Cond. grant 2-6-47
Tulsa, KAKC-FM	Public Radio Corp.	95.5 238	8.2 kw	CP only (Exp. 2-14-48)
Tulsa, KFMJ-FM	Fred Jones and Mary Eddy Jones d/b as Fred Jones Bcstg. Co.	98.1 251	34 kw	CP only (Exp. 10-11-47)
Tulsa, KTUL-FM	Tulsa Bcstg. Co.	97.1 246	170 kw	CP only (Exp. 1-29-48)
Tulsa	West Central Bcstg. Co.	....	...	Cond. grant 2-6-47

OREGON

Albany, KWIL-FM	Central Willamette Bcstg. Co.	101.7 269	710 w	CP only (Exp. 8-16-47)
Ashland, KSBO	Siskiyou Bcstg. Co.	103.1 276	270 w	CP approved-Ltr. 10-30-46
Ashland, KWIN-FM	Rogue Valley Bcstg. Co. Inc.	103.9 280	480 w	CP only (Exp. 9-15-47)
Eugene, KORE-FM	Violet G. Hill Motter and Violet G. Hill Motter, Administratrix, Estate of Frank L. Hill, Deceased, d/b as Eugene Broadcast Station	104.7 284	...	Cond. grant 5-16-46

OREGON—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Eugene, KUGN-FM	C. H. Fisher and B. N. Phillips, d/b as Valley Bcstg. Co.	99.7 259	8 kw	CP only (Exp. 6-7-47)
Grants Pass, KGPO (KUIN)	Southern Oregon Bcstg. Co.	96.9 245	2.2 kw	CP only (Exp. 11-28-47)
Medford, KMED-FM T-nr Medford	Mrs. W. J. Virgin	105.1 286	950 w	CP only (Exp. 9-1-47)
Medford (KYJC)	Medford Printing Co.	93.7 229	4.3 kw	CP only (Exp. 2-16-48)
Portland, KALE-FM	KALE Inc.	98.7 254	250 kw	CP only (Exp. 12-18-47)
Portland, KEX-FM	Westinghouse Radio Stations Inc.	92.3 222	56 kw	CP approved 8-14-47
Portland, KGW-FM	Oregonian Pub. Co.	100.3 262	51 kw	CP approved-Ltr. 6-7-46
Portland, KOIN-FM	KOIN Inc.	101.1 266	210 kw	CP only (Exp. 9-20-47)
Portland, KPFM	Stanley M. Goard, George W. Phillips, Robert T. Zabelle, James L. Murray, d/b as Broadcasters Oregon Ltd.	97.1 246	1.53 kw	CP only (Exp. 3-16-47)
Portland, KPRA	Pacific Radio Advertising Service, partnership, John C. Egand and Wilbur J. Jerman	95.7 239	3.2 kw	CP only (Exp. 8-6-47)
Portland, KXL-FM	KXL Bcstrs.	103.5 278	39.9 kw	CP approved-Ltr. 6-11-46
Portland	Hinson Memorial Baptist Church	104.3 282	...	Cond. grant 5-8-47

PENNSYLVANIA

Allentown, WFMZ	Penn-Allen Bcstg. Co.	95.9 240	1 kw	CP only (Exp. 9-2-47)
Allentown, WKAP-FM T-nr Allentown	N. Joe Rahall, Sam G. Rahall, Farris E. Rahall, Deen F. Rahall tr/as Allentown Bcstg. Co.	100.7 264	9 kw	CP only (Exp. 11-13-47)
Allentown, WSAN-FM T-NE Summit Lawn	Lehigh Valley Bcstg. Co.	99.9 260	8 kw	CP only (Exp. 11-12-47)
Altoona, WAPJ (WJSW)	Altoona Bcstg. Co.	96.5 243	...	Cond. grant 4-4-47
Altoona, WFBG-FM T-nr Altoona	The Gable Bcstg. Co.	103.7 279	3.9 kw	CP only (Exp. 10-1-47)
Bethlehem, WGPA-FM T-nr Bethlehem	Bethlehem's Globe Pub. Co.	95.1 236	10 kw	CP only (Exp. 10-1-47)
Bethlehem	Associated Bcstrs. Inc.	107.9 300	16 kw	CP approved
Bradford, WESB-FM	Bradford Publications Inc.	97.5 248	2.8 kw	CP only (Exp. 11-17-47)
Butler, WBUT	Eagle Printing Co. Inc.	....	...	Cond. grant 3-27-47
Butler, (WISR)	David Rosenblum tr/as Butler Bcstg. Co.	97.7 249	660 w	CP approved 8-14-47
Clearfield, WCLR (WTWS)	Airplane & Marine Instruments Inc.	99.1 256	7.4 kw	CP only (Exp. 10-19-47)
DuBois, WCED-FM	Tri-County Bcstg. Co. Inc.	102.1 271	9.5 kw	CP only
Easton, WEEX S & T-nr Easton	Easton Pub. Co.	98.3 252	250 w	CP only (Exp. 3-1-47)
Erie, (WLEU)	WLEU Bcstg. Co.	97.9 250	20 kw	CP approved 8-28-47
Erie, WERC-FM	Presque Isle Bcstg. Co.	99.9 260	...	Cond. grant 1-9-46
Harrisburg, WABX	Harold O. Bishop	100.9 265	107 w	CP only (Exp. 8-30-47)
Harrisburg, WCOY T-nr Harrisburg	The Patriot Co.	94.9 235	6.3 kw	CP only (Exp. 12-1-47)
Harrisburg, WHIP-FM T-nr Harrisburg	WHP Inc.	97.3 247	4 kw	CP only (Exp. 11-26-47)
Hazleton, WAZL-FM	Victor C. Diehm, E. H. Witney, Hilda M. Delsroth and George M. Chisnell d/b as Hazleton Bcstg. Co.	93.3 227	...	Cond. grant 6-12-47
Johnstown, WJKT (WJAC)	WJAC Inc.	95.5 238	2.2 kw	CP only (Exp. 9-20-47)
Johnstown, (WARD)	Central Bcstg. Co. Inc.	105.3 287	14 kw	CP approved 8-14-47
Lancaster, WGAL-FM	WGAL Inc.	101.3 267	16 kw	CP approved
Lancaster, WLAN-FM	Peoples Bcstg. Co.	96.9 245	20 kw.	CP only (Exp. 11-13-47)
Lebanon, WLBR-FM	Lebanon Bcstg. Co.	....	...	Cond. grant 6-26-47
Lebanon, WLNP	Radio Lebanon FM and Television Inc.	104.1 281	...	Cond. grant 6-26-47
Lewistown, WMRF-FM	Lewistown Bcstg. Co.	97.9 250	2.25 kw	CP only (Exp. 7-30-47)
McKeesport, WMCK-FM	Mon-Yough Bcstg. Co.	104.9 285	500 w	CP only (Exp. 9-16-47)
Meadville, WNJD T-nr Meadville	H. C. Winslow	100.3 262	3.5 kw	CP only (Exp. 9-30-47)
New Castle, WKST-FM T-nr New Castle	WKST Inc.	101.1 266	9.2 kw	CP only (Exp. 9-22-47)
Norristown, (WNAR)	Rahall Bcstg. Co.	....	...	Cond. grant 5-8-47
Oil City	The Derrick Pub. Co.	98.5 253	20 kw	CP approved 8-14-47
Oil City, (WKRZ)	Kenneth Edward Rennekamp	105.9 290	6.5 kw	CP approved 8-14-47

(Continued on page 264)

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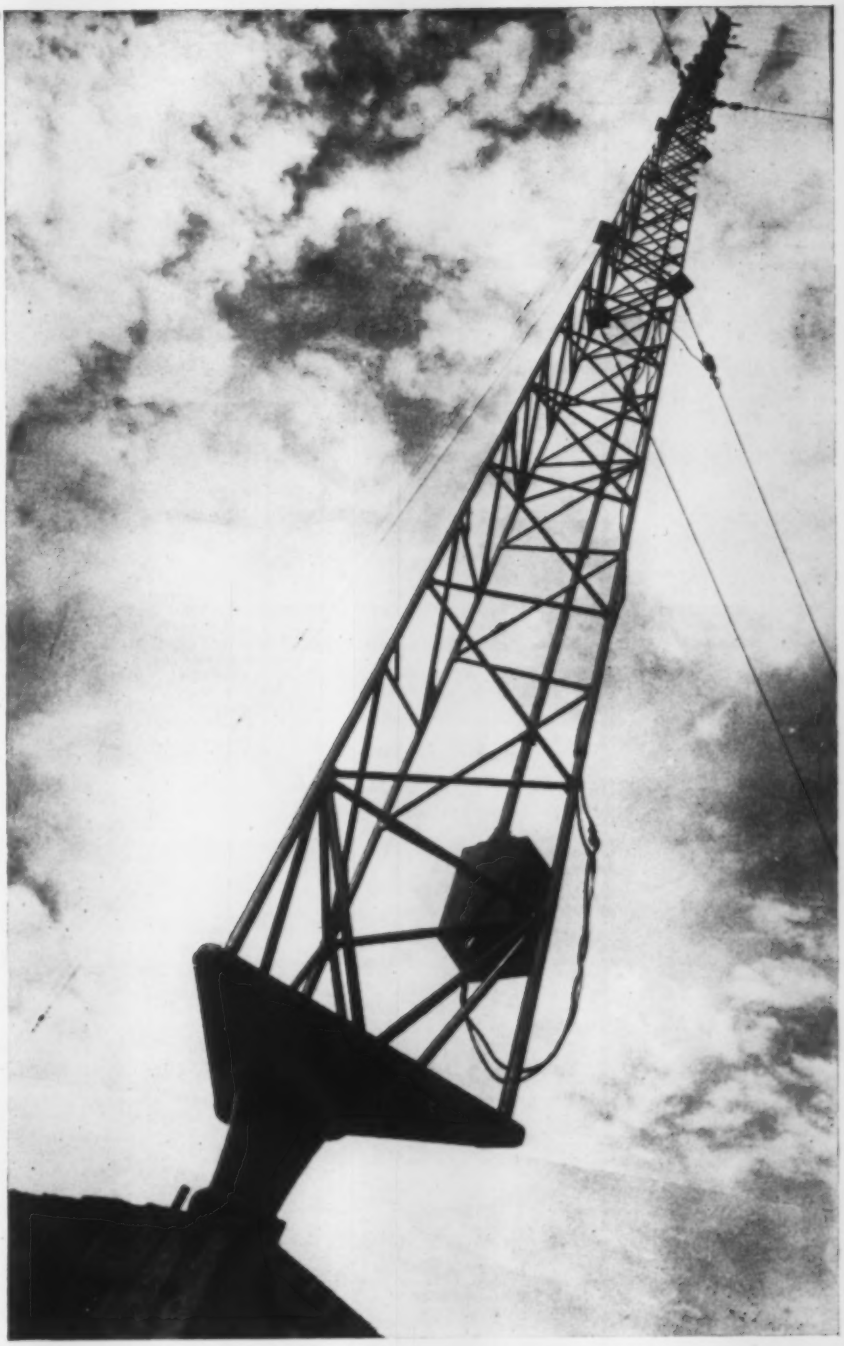

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Directory of Commercial FM Stations in United States

(Continued from page 262)

PENNSYLVANIA—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Philadelphia, KYW-FM	Westinghouse Radio Stations Inc.	92.5 223	20 kw	Licensed (Exp. 5-1-48, CP freq. Exp. 3-2-48)
Philadelphia, WCAU-FM	Philadelphia Record Co.	102.9 275	...	Licensed (Exp. 6-1-47, ext. 9-1-47)
Philadelphia, WFIL-FM	Triangle Publications Inc. (The Philadelphia Inquirer Div.)	102.1 271	20 kw	Licensed (Exp. 5-1-48, CP freq. Exp. 9-10-47)
Philadelphia, WIBG-FM	Seaboard Radio Bcstg. Corp.	94.1 231	17 kw	CP only (Exp. 10-27-47)
Philadelphia, WIP-FM	Pennsylvania Bcstg. Co.	93.3 227	20 kw	Licensed (Exp. 5-1-48, CP freq. Exp. 6-24-47)
Philadelphia, WPEN-FM	Wm. Penn Bcstg. Co.	98.1 251	10 kw	Licensed (Exp. 12-24-47, CP freq. Exp. 6-24-47)
Pittsburgh, KDKA-FM T-Allison Park	Westinghouse Radio Stations Inc.	92.9 225	9 kw	Licensed (Exp. 6-1-48, CP freq. exp. 9-23-47)
Pittsburgh, KQV-FM	Allegheny Bcstg. Corp.	98.1 251	20 kw	CP only (Exp. 12-28-47)
Pittsburgh, WCAE-FM	WCAE Inc.	96.1 241	20 kw	CP only (Exp. 6-28-47)
Pittsburgh, WJAS-FM	Pittsburgh Radio Supply House	99.7 259	20 kw	CP only (Exp. 2-16-48)
Pittsburgh, WKJF	West Virginia Radio Corp.	93.7 229	20 kw	CP only (Exp. 10-18-47)
Pittsburgh, WMOT (WWSW)	WWSW Inc.	94.5 233	...	Licensed (Exp. 5-1-48)
Pittsburgh, WPIT-FM	John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Meridian d/b as Liberty Bcstg. Co.	101.5 268	20 kw	CP only (Exp. 12-25-47)
Pottsville, WPAM-FM	Joseph L. Maguire, Kenneth Maguire, John T. Maguire, John Grenoble, Evan Evans, Patrick J. McCall, James Koch and James J. Curran d/b as Miners' Bcstg. Service	95.5 238	5.8 kw	CP only (Exp. 8-25-47)
Pottsville, (WPPA)	A. V. Tidmore tr/as Pottsville Bcstg. Co.	101.9 270	2.8 kw	CP approved 8-28-47
Reading, WEEU-FM	Hawley Bcstg. Co.	92.9 225	9 kw	CP only (Exp. 10-29-47)
Sayre	The Sayre Printing Co.	....	...	Cond. grant 6-26-47
Scranton, WARM-FM	Union Bcstg. Co.	105.7 289	6 kw	CP approved-Ltr. 11-4-46
Scranton, WGBI-FM	Scranton Bcstrs. Inc.	101.3 267	7.5 kw	CP approved-Ltr. 6-14-46
Scranton	Radio Anthracite Inc.	96.1 241	...	Cond. grant
Scranton, (WQAN)	The Scranton Times, co-partnership, Elizabeth R. Lynett and Edward J. Lynett Jr.	92.3 222	7.2 kw	CP approved 8-14-47
Scranton	Summit Corp.	93.7 229	3 kw	CP approved 8-14-47
Shamokin, (WISL)	Radio Anthracite Inc.	102.9 275	...	Cond. grant 6-12-47
Shamokin	Shroyer Radio Corp.	107.1 296	...	Cond. grant 7-10-47
Stroudsburg, (WHAB)	Harold B. Newman and Anne L. Newman d/b as Pocono Bcstg. Co.	....	...	Cond. grant 5-22-47
Sharon, WPIC-FM	Sharon Herald Bcstg. Co.	102.9 275	26 kw	CP only (Exp. 9-15-47)
Sunbury, WKOK-FM	Sunbury Bcstg. Corp.	94.1 231	4.4 kw	CP only (Exp. 10-8-47)
Uniontown, (WMBS) T-nr Uniontown	Fayette Bcstg. Corp.	105.7 289	1.5 kw	CP only (Exp. 10-15-47)
Uniontown, WNIQ T-nr Uniontown	Uniontown Newspapers Inc.	106.5 293	1.1 kw	CP only (Exp. 12-31-47)
Washington, (WJPA)	Washington Bcstg. Co.	104.3 282	...	Cond. grant 4-24-47
Wilkes-Barre, WBRE-FM	Louis G. Baltimore	98.5 253	2.2 kw	CP only (Exp. 9-1-47)
Wilkes-Barre, WIZZ	Scranton-Wilkes-Barre-Pittston Bcstg. Co. Inc.	103.3 277	2.5 kw	CP only (Exp. 9-28-47)
Wilkes-Barre, (WILK)	Wyoming Valley Bcstg. Co.	107.3 297	...	Cond. grant 4-10-47
Williamsport, WLYC	Lycoming County Bcstg. Co.	105.1 286	...	Cond. grant 4-29-47
Williamsport, WRAK-FM T-nr Williamsport	WRAK Inc.	100.3 262	3.2 kw	CP only (Exp. 12-30-47)
York, WRZE	White Rose Bcstg. Co.	98.5 253	8 kw	CP only (Exp. 2-16-48)
York, WSBA-FM T-nr York	Susquehanna Bcstg. Co.	103.3 277	20 kw	CP only (Exp. 11-5-47)
York, (WNOW)	The Helm Coal Co.	105.7 289	...	Cond. grant 8-1-47

PUERTO RICO

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Rio Piedras, (WIPR)	Puerto Rico Communications Authority	92.9 222	...	Cond. grant 8-14-47
San Juan, WSJN	Radio Americas Corp.	97.7 249	330 w	CP only (Exp. 11-21-47)
San Juan	Juan Martinez Vela and Felix V. Rodriguez d/b as The Martinez-Rodriguez Bcstg. Co.	99.9 260	...	Cond. grant 4-17-47

RHODE ISLAND

Pawtucket, (WFCI)	Pawtucket Bcstg. Co.	....	20 kw	CP only
Providence, WLIV	Colonial Bcstg. Co.	....	7.7 kw	CP only
Providence, WPRO-FM T-nr Providence	Cherry & Webb Bcstg. Co.	92.3 222	20 kw	CP only (Exp. 2-12-48)
Providence, (WJAR)	The Outlet Co.	....	20 kw	CP only
Providence, (WEAN)	The Yankee Network Inc.	....	19.5 kw	CP only

SOUTH CAROLINA

Anderson, WCAC (WAIM)	Wilton E. Hall	103.5 278	33.2 kw	CP only (Exp. 12-23-47)
Charleston, WTMA-FM	Atlantic Coast Bcstg. Co.	95.1 236	49 kw	CP only (Exp. 3-14-48)
Charleston, (WCSC)	John M. Rivers	96.9 245	36 kw	CP approved 2-6-47
Columbia, WISP (WIS)	Surety Life Insurance Co.	94.5 233	150 w	CP approved 10-19-45
Florence, WHUH	George M. Hughes	94.1 231	...	Cond. grant 4-17-47
Florence, (WOLS)	Florence Bcstg. Co. Inc.	106.1 291	...	Cond. grant 4-17-47
Greenville, WFBC-FM T-Paris Mountain	Greenville News-Piedmont Co.	93.7 229	160 kw	CP only (Exp. 5-11-47)
Greenville, WMRC-FM T-nr Greenville	Textile Bcstg. Co.	94.9 235	48.6 kw	CP only (Exp. 9-12-47)
Greenville, WVGS (WESC)	Greenville Bcstg. Co.	92.5 223	...	Cond. grant 4-10-47
Greenwood, (WCRS)	Grenco Inc.	95.7 239	6.5 kw	CP only (Exp. 12-11-47)
Lancaster, WLSC	Lancaster Bcstg. Co.	107.3 297	9.4 kw	CP only (Exp. 12-2-47)
Newberry, WKDK-FM	C. A. Kaufmann and John F. Clarkson d/b as Newberry Bcstg. Co.	97.1 246	...	Cond. grant 7-3-47
Rock Hill, (WRHI)	Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr. and William C. Beaty d/b as York County Bcstg. Co.	97.5 248	...	Cond. grant 2-1-46
Spartanburg, WORD-FM	The Spartan Radiocasting Co.	100.5 263	14 kw	CP approved-Ltr. 3-13-47
Spartanburg, WSPA-FM T-nr Spartanburg	Spartanburg Advertising Co.	98.9 255	24 kw	CP only (Exp. 12-2-47)

SOUTH DAKOTA

Sioux Falls, KELO-FM	Midcontinent Bcstg. Co.	102.9 275	...	Cond. grant 6-11-47
Sioux Falls, KTJW	Tri-State Bcstg. Co.	97.3 247	...	Cond. grant 5-22-47

TENNESSEE

Bristol, WOPI-FM T-White Mt., Va.	Radiophone Bcstg. Station WOPI Inc.	96.9 245	10.4 kw	CP only (Exp. 9-14-47)
Chattanooga, WAPO-FM	Ramon G. Patterson, Executor, Louis Patterson Pursley, Executrix, Estate of Joda Patterson, Deceased, d/b as WAPO Bcstg. Service	94.7 234	37.2 kw	CP only (Exp. 1-21-48)
Chattanooga, WDOD-FM T-on Taft Hwy., Signal Mt.	WDOD Bcstg. Corp.	96.5 243	42 kw	CP only (Exp. 11-18-47)
Chattanooga, WVUN	Unity Broadcasting Corp. of Tennessee	98.1 251	4.2 kw	CP only (Exp. 2-16-48)
Chattanooga, (WAGC)	Gordon W. Gambill, Hubert M. Martin, Humphrey B. Heywood and R. T. Russell, d/b as Tennessee Valley Bcstg. Co.	101.1 266	...	Cond. grant 4-10-47
Clarksville, WCLC	Leaf Chronicle Co.	106.7 274	3.1 kw	CP only (Exp. 10-14-47)
Clarksvillle, WJZM-FM	Elmer T. Campbell and John Perry Sheftall d/b as Campbell & Sheftall	101.9 270	2.1 kw	CP approved-Ltr. 3-12-47
Clarksville, (WJZM)	William Kleeman	....	...	Cond. grant 11-21-45

TENNESEE—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Cleveland, (WBAC)	Robert W. Rounsaville	....	...	Cond. grant 4-10-47
Jackson, WJKX	Jackson Bestg. Co.	104.7 284	12 kw	CP only (Exp. 3-16-48)
Jackson, WTJS-FM	The Sun Pub. Co. Inc.	100.7 264	48 kw	CP only (Exp. 10-11-47)
Johnson City, WJHL-FM	WJHL Inc.	100.7 264	9.7 kw	CP only (Exp. 9-16-47)
Kingsport, WKPT-FM T-Bays Knob	Kingsport Bestg. Co. Inc.	98.5 253	44 kw	CP only (Exp. 10-19-47)
Knoxville, WBIR-FM	WBIR Inc.	100.3 262	...	Cond. grant
Knoxville, WKPB T-nr Knoxville	Knoxville Pub. Co.	93.3 227	20 kw	CP only (Exp. 11-26-47)
Knoxville, WROL-FM	S. E. Adcock	97.3 247	76 kw	CP only (Exp. 11-28-47)
Knoxville, (WNOX)	Scripps-Howard Radio, Inc.	103.7 279	...	Cond. grant 4-17-47
Memphis, WHHM-FM	Herbert Herff tr/as WHHM Bestg. Co.	106.9 295	49 kw	CP only (Exp. 11-18-47)
Memphis, WMC-FM	Memphis Pub. Co.	99.7 259	515 kw	CP only (Exp. 2-16-48)
Memphis, WMFI	Fanny B. Wilson	104.3 282	...	Cond. grant 6-11-47
Memphis, WPLO (WMPS)	WMPS Inc.	97.9 250	186 kw	CP approved-Ltr. 1-22-47
Memphis, WREC-FM	Hoyt B. Wooten	102.7 274	...	Cond. grant-Ltr. 1-18-46
Memphis	Radio Bestg. Inc.	97.1 246	37 kw	CP approved 8-21-47
Nashville, WSIX-FM	Jack M. Draughon and Louis R. Draughon d/b as WSIX Bestg. Station	97.5 248	65 kw	CP only (Exp. 10-3-47)
Nashville, WSM-FM	WSM Inc.	103.3 277	10 kw	Licensed (Exp. 5-1-47, ext. 10-1-47, CP freq. exp. 8-10-47)
Nashville	Nashville Radio Corp.	107.5 298	...	Cond. grant 1-9-47

TEXAS

Abilene, KRBC-FM T-S Abilene	The Reporter Bestg. Co.	96.9 245	46 kw	CP only (Exp. 11-25-47)
Abilene	Citizens Bestg. Co. Inc.	....	...	Cond. grant 4-10-47
Amarillo, KFDA-FM	Amarillo Bestg. Corp.	100.3 262	3.2 kw	CP approved-Ltr. 10-16-46
Amarillo, KGNC-FM	Plains Radio Bestg. Co.	104.3 282	50.4 kw	CP only (Exp. 1-1-48)
Amarillo, (KVAI)	Plains Empire Bestg. Co.	93.1 226	...	Cond. grant 4-29-47
Austin, KNOW-FM	Frontier Bestg. Co. Inc.	95.5 238	...	Cond. grant 4-17-47
Austin, KTBC-FM	Claudia T. Johnson	92.3 222	...	Cond. grant
Austin, (KTBC)	Texas Bestg. Corp.	....	...	Cond. grant 4-10-47
Beaumont, KRIC-FM	KRIC Inc.	99.5 258	19 kw	CP only (Exp. 9-6-47)
Beaumont, (KFDM)	Beaumont Bestg. Corp.	93.3 227	...	Cond. grant 6-26-47
Belton, KMHB	Mary Hardin-Baylor College	97.1 246	2.9 kw	CP only (Exp. 10-6-47)
Brownsville, KVRO	Brownsville Herald Pub. Co.	107.1 296	...	Cond. grant 10-19-45
College Station, KAMT (WTAW)	Agricultural and Mechanical College of Texas	94.1 231	2.8 kw	CP approved-Ltr. 4-15-47
Dallas, KERA (WFAA)	A. G. Belo Corp.	97.9 250	43 kw	CP only (Exp. 10-10-47)
Dallas, KIXL-FM	Variety Bestg. Co. Inc.	104.5 283	34 kw	CP only (Exp. 11-10-47)
Dallas, KRLD-FM	KRLD Radio Corp.	92.5 223	46 kw	CP only (Exp. 2-16-48)
Dallas, WRR-FM	City of Dallas	101.1 266	59 kw	CP only (Exp. 12-17-47)
Dallas, (KSKY)	A. L. Chilton, Leonore H. Chilton and James Ralph Wood d/b as Sky Bestg. Service	106.9 295	...	Cond. grant 4-10-47
Denton, KDNT-FM	Harwell V. Shepard	106.1 291	3.1 kw	CP only (Exp. 9-16-47)
Edinburg, (KURV)	James Cullen Looney	104.9 285	690 w	CP approved 7-10-47
Fort Worth, KFTG	Lone Star Bestg. Co., co-partnership, David H. Rankin and J. Lee Rankin	105.3 287	15 kw	CP only (Exp. 12-10-47)
Fort Worth, WBAP-FM	Carter Publications Inc.	100.5 263	50 kw	CP approved 2-27-46
Fort Worth, (KFJZ)	Tarrant Bestg. Co.	96.3 242	...	Cond. grant 4-17-47
Galveston, KLUF-FM	The KLUF Bestg. Co. Inc.	98.7 254	9.2 kw	CP only (Exp. 3-1-48)
Goose Creek, KREL-FM	Tri-Cities Bestg. Co.	92.1 221	1 kw	CP approved 8-21-47
Harlingen, KGBS-FM T-nr Harlingen	Harbenito Bestg. Co. Inc.	94.7 234	9 kw	CP only (Exp. 3-16-47)
Harlingen, KVKO	The Valley Pub. Co.	....	...	Cond. grant 4-4-47
Houston, KCOH-FM	Lee Segall Bestg.	105.1 286	46 kw	CP only (Exp. 2-16-48)
Houston, KOPY (KTHT)	Roy Hofheinz and W. N. Hooper d/b as Texas Star Bestg. Co.	97.9 250	...	Cond. grant-Ltr. 8-5-46
Houston, KPRC-FM	The Houston Post Co.	102.9 275	57 kw	CP only (Exp. 10-25-47)
Houston, KTRH-FM	KTRH Bestg. Co.	101.1 266	350 kw	CP only (Exp. 2-12-48)

TEXAS—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Houston, KXYZ-FM	Harris County Bcst. Co.	96.5 243	177 kw	CP only (Exp. 8-16-47)
Houston	Earl C. Hankamer	106.1 291	...	Cond. grant 8-1-47
Laredo, (KPAB)	Laredo Bestg. Co.	103.5 278	...	Cond. grant 8-7-47
Longview, KLTI	R. G. LeTourneau	105.9 290	9.1 kw	CP only (Exp. 9-2-47)
Lubbock, (KCBD)	Caprock Bestg. Co.	96.3 242	...	Cond. grant 4-17-47
Lubbock, (KSEL)	Lubbock Bestg. Co.	107.9 300	...	Cond. grant 5-8-47
Lubbock, (KFYO)	Plains Radio Bestg. Co.	....	...	Cond. grant 3-12-47
Lufkin, KRBA-FM T-nr Lufkin	Darrell E. Yates	95.5 238	2.9 kw	CP only (Exp. 11-14-47)
McAllen, KVMR	Valley Evening Monitor	....	...	Cond. grant 4-4-47
Odessa, (KECK)	Ben Nedow tr/as Ector County Bestg. Co.	97.5 248	...	Cond. grant 4-17-47
Port Arthur, KPAC-FM	Port Arthur College	101.9 270	...	Cond. grant 5-15-47.
San Angelo, KGKL-FM	KGKL Inc.	94.5 233	3.3 kw	CP only (Exp. 2-16-48)
San Antonio, KABC-FM	The Alamo Bestg. Co.	97.3 247	...	Cond. grant 4-17-47
San Antonio, KISS (KMAC)	Howard W. Davis tr/as The Walmac Co.	99.5 258	170 kw	CP approved-Ltr. 9-25-46
San Antonio, KSBL	Southern Bestg. Corp.	98.1 251	200 kw	CP only (Exp. 11-6-47)
San Antonio, KSTE	William E. Hughes d/b as Mercury Bestg. Co.	94.7 243	...	Cond. grant 4-29-47
San Antonio, KTSA-FM	Sunshine Bestg. Co.	104.1 281	250 kw	CP approved-Ltr. 2-13-47
San Antonio, KYFM T-nr San Antonio	Express Pub. Co.	104.1 281	330 kw	CP only (Exp. 9-22-47)
San Antonio, WOAI-FM T-Austin Hwy, Selma	Southland Industries Inc.	102.5 273	156 kw	CP only (Exp. 10-7-47)
San Antonio, (KCOR)	Raoul A. Cortez	96.3 242	...	Cond. grant 4-29-47
San Antonio (KONO)	Mission Bestg. Co.	92.9 225	...	CP approved 7-28-47
Temple, KTEM-FM T-nr Temple	Bell Bestg. Co. Inc.	107.5 298	220 w	CP only (Exp. 7-25-47)
Texarkana, KCMC-FM	KCMC Inc.	98.1 251	40 kw	CP only (Exp. 10-13-47)
Tyler, KGKB-FM	Jas. G. Ulmer and Jas. G. Ulmer Jr. d/b as East Texas Bestg. Co.	101.5 268	4.3 kw	CP only (Exp. 9-14-47)
Tyler, (KRST)	Rose Capital Bestg. Co.	97.3 247	...	Cond. grant 5-8-47
Vernon, KVWC-FM	Northwestern Bestg. Co.	98.7 254	8 kw	CP only 7-26-47
Waco, WACO-FM	Frontier Bestg. Co. Inc.	98.7 254	...	Cond. grant 4-17-47
Weslaco, KRGV-FM	KRGV Inc.	93.7 229	...	Cond. grant 6-3-47
Wichita Falls, KTRN T-nr Wichita Falls	Times Pub. Co. of Wichita Falls	97.3 247	28 kw	CP only (Exp. 9-10-47)
Wichita Falls, KWFT-FM	Wichita Bestrs., partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith, and Mrs. Claude M. Simpson Jr.	99.9 260	9.5 kw	CP only (Exp. 11-28-47)
Wichita Falls	Texoma Bestg. Co.	94.1 231	9.5 kw	CP approved 2-6-47
Wichita Falls, (KFDF)	Darrold Alexander Cannan d/b as Wichtex Bestg. Co.	106.5 293	...	Cond. grant 2-20-47

UTAH

Ogden, KOPP-FM	James B. Littlejohn	....	...	Cond. grant 4-10-47
Salt Lake City, KDYL-FM	Intermountain Bestg. Corp.	98.7 254	900 w	CP only (Exp. 9-15-47)
Salt Lake City, KSL-FM	Radio Service Corp. of Utah	100.3 262	...	CP only

VERMONT

Rutland, WSYB-FM	Philip Weiss tr/as Philip Weiss Music Co.	107.1 276	100 w	CP only (Exp. 11-26-47)

VIRGINIA

Alexandria, WPIK-FM	Potomac Bestg. Corp.	98.3 252	...	Cond. grant 2-14-47
Arlington, (WEAM)	Arlington-Fairfax Bestg. Co. Inc.	....	...	Cond. grant 4-10-47
Bristol, (WCYB)	Appalachian Bestg. Corp.	105.3 287	...	Cond. grant 7-17-47.
Danville, WBTM-FM T-nr Danville	Piedmont Bestg. Corp.	97.9 250	32 kw	CP only (Exp. 9-22-47)
Front Royal, (WFRV)	Hoyle Barton Long	95.1 236	16 kw	CP approved
Harrisonburg, WSVA-FM T-NW Harrisonburg	Shenandoah Valley Bestg. Corp.	100.7 264	36 kw	CP only (Exp. 1-29-48)
Lynchburg, WLVA-FM T-nr Lynchburg	Lynchburg Bestg. Corp.	97.5 248	3.7 kw	CP only (Exp. 10-17-47)
Lynchburg, WWOD-FM T-nr Lynchburg	Old Dominion Bestg. Corp.	107.9 300	20 kw	CP only (Exp. 8-4-47)

(Continued on page 266)

VIRGINIA—Continued

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization[3]
Newport News, WGH-FM	Hampton Roads Bcstg. Corp.	96.5 243	38 kw	CP only (Exp. 10-6-47)
Norfolk, WLRU	Larus & Bro. Co. Inc.	102.5 273	6 kw	CP approved (Exp. 3-16-48)
Norfolk, WTAR-FM T-nr Norfolk	WTAR Radio Corp.	97.3 247	33 kw	CP only (Exp. 2-16-48)
Norfolk, (AM-CP)	Cavalier Bcstg. Co.	103.3 277	...	Cond. grant 8-7-47
Norfolk, (WLOW)	Commonwealth Bcstg. Corp.	105.3 287	...	Cond. grant 8-7-47
Portsmouth, WSAP-FM	Portsmouth Radio Corp.	99.7 259	49 kw	CP only (Exp. 11-11-47)
Portsmouth, WVOP	The Portsmouth Star Pub. Corp.	98.9 255	32 kw	CP only (Exp. 2-25-48)
Richmond, WCOD (WMBG)	Havens & Martin Inc.	98.1 251	46 kw	CP only (Exp. 10-23-47)
Richmond, WLEE-FM	Thomas Garland Tinsley Jr	102.9 275	21 kw	CP only (Exp. 9-16-47)
Richmond, WRMV	Southern Bestrs. Inc.	106.9 295	...	Cond. grant 2-27-47
Richmond, WRNL-FM	Richmond Radio Corp.	102.1 271	40 kw	CP only (Exp. 2-16-48)
Richmond, WRVA-FM T-Midlothian	Larus & Bro. Co. Inc.	94.5 233	25 kw	CP only (Exp. 1-20-48)
Roanoke, WDBJ-FM	Times-World Corp.	94.9 235	11.8 kw	CP only (Exp. 10-7-47)
Roanoke, WROV-FM	Radio Roanoke Inc.	103.7 279	3 kw	CP only (Exp. 1-20-48)
Roanoke, WSLS-FM	Roanoke Bcstg. Corp.	99.1 256	4.7 kw	CP only (Exp. 2-16-48)
Suffolk, WLPM-FM	Suffolk Bcstg. Corp.	107.7 299	10.2 kw	CP only (Exp. 9-28-47)
Suffolk	Suffolk News Co.	106.1 291	...	Cond. grant 8-7-47
Winchester, WINC-FM T-Appalachin Trail, Mt. Peak	Richard Field Lewis Jr.	92.5 223	13.4 kw	CP only (Exp. 6-15-47)

WASHINGTON

Longview, KWLK-FM	Twin City Bcstg. Corp.	103.9 280	410 w	CP only (Exp. 8-5-47)
Seattle, KING-FM	Western Waves Inc.	94.9 235	48 kw	CP only (Exp. 10-10-47)
Seattle, KIRO-FM	Queen City Bcstg. Co. Inc.	100.7 264	7.7 kw	CP approved- Ltr. 6-7-46
Seattle, KOMO-FM	Fisher's Blend Station Inc.	98.9 255	4.5 kw	CP only (Exp. 12-16-47)
Seattle, KRSC-FM	Radio Sales Corp.	98.1 251	15 kw	CP only (Exp. 4-15-47)
Seattle	Denny Park Lutheran Church of Seattle	102.9 275	...	Cond. grant 8-7-47
Tacoma	Tribune Pub. Co.	97.3 247	...	Cond. grant 5-15-47

RMC TRANSCRIPTION PLAYER

(Patents applied for)

Model TP-16C TURNTABLE and CASE only

In Carrying Position: 23"w., 17½"h., 8"d.

TWO-SPEED, 16-IN., LOW PRICE, FULLY PORTABLE, COMPACT, LIGHTWEIGHT, EASY TO CARRY.

Designed and built to meet the quantity production demand for a fine tone, dependable, and very low price transcription player. Advanced design, expertly engineered, and sturdily-built for trouble-free performance. Meets the demands of radio stations, transcription services, advertising agencies, and schools for realistic reproduction of transcription records up to 16 inches, 78 or 33 1/3 r.p.m. Free of wow and rumble. Switch output impedance: 30, 250, and 500/600 ohms. Constant speed heavy duty motor, silent, smooth operation. 16" TURNTABLE embodies special re-enforced construction (patent pending).

Bulletin TP2, upon request.

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RADIO-MUSIC CORPORATION

EAST PORT CHESTER • CONNECTICUT

WEST VIRGINIA

City, Call Letters, AM Affiliate[1]	Owner	Freq. in Meg., Channel	ERP[2]	Authorization
Beckley, WCFC	Beckley Newspapers Corp.	101.3 267	3 kw	CP only (Exp. 9-19-47)
Beckley, WJLS-FM	Joe L. Smith Jr.	99.5 258	31.7 kw	CP only (Exp. 2-21-48)
Beckley, WWNR-FM	Rahall Bcstg. Co. Inc.	98.1 251	...	Cond. grant 7-3-47
Bluefield, WHIS-FM T-nr Bluefield	Daily Telegraph Printing Co.	104.5 283	86 kw	CP only (Exp. 11-3-47)
Charleston, WGAZ	Daily Gazette Co.	98.5 253	...	Cond. grant 8-29-46
Clarksburg, WBLK-FM	News Pub. Co.	101.9 270	...	Cond. grant 6-3-47
Clarksburg, WPDX (WBLK)	Clarksburg Bcstg. Corp.	95.1 236	...	Cond. grant 4-29-47
Huntington, WHTN-FM	Greater Huntington Radio Corp.	100.5 263	53 kw	CP only (Exp. 9-21-47)
Huntington, WPLH-FM T-nr Huntington	Huntington Bcstg. Corp.	102.5 273	38 kw	CP only (Exp. 11-1-47)
Logan, WLOG-FM	Clarence H. Frey and Robert O. Greever	103.3 277	2.3 kw	CP only (Exp. 12-4-47)
Morgantown, WAJR-FM	West Virginia Radio Corp.	99.3 257	1 kw	CP only (Exp. 12-12-47)
Parkersburg, (WPAR)	Ohio Valley Bcstg. Corp.	106.5 293	...	Cond. grant 4-10-47
Wheeling, WKWK-FM	Community Bcstg. Inc.	97.3 247	14 kw	CP only (Exp. 9-27-47)
Wheeling, WWVA-FM	West Virginia Bcstg. Corp.	98.7 254	11.3 kw	CP only (Exp. 11-21-47)

WISCONSIN

Beloit, WBNB	Daily News Pub. Co.	107.3 297	3.8 kw	CP only (Exp. 9-15-47)
Eau Claire, (WEAU)	Central Bcstg. Co.	94.1 231	...	Cond. grant 4-24-47
Green Bay, WJPG-FM S & T-S of Green Bay	Green Bay Newspaper Co.	101.1 266	14.4 kw	CP only (Exp. 9-3-47)
Green Bay, WTAQ-FM T-nr Glenmore	WHBY Inc.	102.5 273	14 kw	CP only (Exp. 1-4-48)
Green Bay	The Journal Co. (The Milwaukee Journal)	92.3 222	...	Cond. grant 5-8-47
Greenfield, WWCF	Wm. C. Forrest	94.9 235	37 kw	CP only (Exp. 12-23-47)
Janesville, WJNS	Gazette Printing Co.	99.9 260	20 kw	CP only
LaCrosse, WKBH-FM T-Stoddard	WKBH Inc.	93.1 226	40.2 kw	CP only (Exp. 9-29-47)
Madison, WIBA-FM	Badger Bcstg. Co.	101.5 268	310 kw	CP only (Exp. 12-11-47)
Marshfield, (WDLB)	Dairyland's Bcstg. Service Inc.	103.9 280	1 kw	CP approved
Merrill, WLIN	Alvin E. O'Konski	....	...	Cond. grant 6-26-47
Milwaukee, WEMP-FM	Milwaukee Bcstg. Co.	95.1 236	35 kw	CP only (Exp. 10-20-47)
Milwaukee, WISN-FM	Hearst Radio Inc.	102.9 275	310 kw	CP approved 8-14-47
Milwaukee, WMAW-FM	Midwest Bcstg. Co.	102.1 271	31 kw	CP only (Exp. 9-8-47)
Milwaukee, WTMJ-FM T-Richfield	The Journal Co. (The Milwaukee Journal)	93.3 227	349 kw	Licensed (Exp. 5-1-48, CP freq. exp. 9-26-47)
Milwaukee	Myles H. Johns	95.7 239	...	Cond. grant 11-7-46
Neenah, (WNAM)	Neenah-Menasha Bcstg. Co.	98.5 253	9.4 kw	CP approved 8-28-47
Oshkosh, WOSH-FM	Myles H. Johns, William F. Johns Jr., William F. Johns and Frederick W. Renshaw d/b as Oshkosh Bcstg. Co.	92.9 225	3.5 kw	CP only (Exp. 10-18-47)
Racine, WRJN-FM T-Mt. Pleasant Twp.	Racine Bcstg. Corp.	100.7 264	15 kw	CP only (Exp. 10-26-47)
Rice Lake, WJMC-FM	WJMC Inc.	96.3 242	4.4 kw	CP only (Exp. 10-10-47)
Sheboygan, WHBL-FM	WHBL Inc.	100.5 263	15 kw	CP only (Exp. 2-30-48)
Stevens Point, WSTN	Dairyland's Bcstg. Service Inc.	....	....	Cond. grant 4-4-47
Superior, WDUL	Head of the Lakes Bcstg. Co.	92.3 222	62 kw	Licensed (Exp. 5-1-47, CP power exp. 9-16-47)
Wausau, WISW	Central Bcstg. Co.	104.7 284	...	Cond. grant 4-10-47
Wausau, WMJT	The Journal Co. (The Milwaukee Journal)	100.7 264	20 kw	Cond. grant- Ltr. 2-11-47
Wausau, WRAI	Record-Herald Co.	97.9 250	6.5 kw	CP only (Exp. 12-4-47)
Wausau, WSAU-FM	The Journal Co. (The Milwaukee Journal)	95.5 238	46 kw	CP only (Exp. 3-11-48)
Wisconsin Rapids, WFHR-FM	William F. Huffman	103.3 277	2.1 kw	CP only (Exp. 9-25-47)
Wisconsin Rapids, WRPO	Dairyland's Bcstg. Service Inc.	....	....	Cond. grant 4-4-47

WYOMING

Cheyenne, KFBA (KFBC) T-nr Ames Monument, Albany County	Frontier Bcstg. Co.	101.1 266	9.5 kw	CP only (Exp. 10-27-47)

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Where are all the good radio men. Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 606, BROADCASTING.

Wanted—Experienced time-salesman. Daytime station in Texas on the air since February. Fulltime application pending. Latest Hooper shows remarkable audience growth. Staff young with plenty of radio knowhow. Commission fifteen percent. Adequate drawing account. Give complete background, also photograph in first letter. Box 182, BROADCASTING.

Salesman—Preferably single man with car for 250 watt network affiliate in eastern town of 22,000. Should have radio sales experience. $50 drawing against 15% commission to start. Box 439, BROADCASTING.

South Carolina MBS affiliate desires good announcer; knowledge sports, football play-by-play, etc. Must be single. Good salary. Rush disc, photo and other pertinent data to Box 450, BROADCASTING.

News-special events man for 5000 watt NBC affiliate in southeast. Good opportunity for well-qualified, experienced man. Answer Box 460, BROADCASTING.

Punch-writer—Well - paying position open for young man or woman who can make commercial copy stand up and sell! 1000 watt midwest regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Box 461, BROADCASTING.

RADIO and TELEVISION WORKSHOP COURSES

New York University's evening school for adults, with probably the oldest established University Radio Workshop in the country, continues professional and pre-professional training for the fall 1947-48 term in 20 courses in radio television, including:

RADIO AND TELEVISION ACTING—*Wallace House, Howard Claney, Mary Noble,* professional actors and directors.

RADIO ANNOUNCING—*Lee Bland, James Sirmons,* CBS staff.

RADIO PRODUCTION AND DIRECTION—*Theodore Huston,* Radio and Television director, Ruthrauff and Ryan—*Albert Ward,* CBS Producer and Director.

TELEVISION PROGRAMMING—*Bob Emery,* Program Manager, DuMont Television.

REGISTRATION NOW. Classes begin September 24. For Bulletin RB giving details of schedules and fees, write or phone:

DIVISION OF GENERAL EDUCATION
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100 Washington Sq. E. (Room 211)
SPring 7-2000, Ext. 291
New York 3, N. Y.

Help Wanted (Cont'd)

WAIM, Anderson, South Carolina wants two first class engineers or combination men. Top salary. Write G. P. Warnock, P.O. Box 651, Anderson, S. C.

General manager for new, high powered AM station located in middlewest. Experience and know-how are the essential requirements. Must be available at once. Give complete resume of qualifications, age, salary. Replies held confidential. Box 466, BROADCASTING.

Announcer—Experienced for N. J. station. $40.00 weekly. Box 467, BROADCASTING.

Top money for top announcer. You must have (A) ample experience (B) with excellent radio background (C) good references, both business and personal (D) know programming and music (E) top quality on the air. Guaranteed earnings $80 to $100 weekly. Salary based on incentive plan. Major midsouth market. Replies confidential. Box 470, BROADCASTING.

Need good combination man at once, for 250w southeastern station. Straight engineer considered. Box 473, BROADCASTING.

Wanted—Program director for responsible position. Starting salary fair with possibilities for right man. New station in central Illinois. Reply Box 478, BROADCASTING.

Radio-speech instructor, licensed manager, interviewer - announcer, AM-FM highpower construction engineer. RRR, Employment Service, Box 413, Philadelphia.

WAIM, Anderson, South Carolina needs first class disc jockey. Good base pay plus talent. Personal interview only. Write G. P. Warnock, P. O. Box 651, Anderson, S. C.

Staff wanted. New 1 kw AM station needs all-round announcer for possible executive position, two average announcers, writers. Combination of above abilities particularly desired. On air Oct. 1. FM early 1948. Write details, experience, salary, WTNS, Coshocton, Ohio.

Chief engineer for recording studio. Must have first class license, control room and recording experience, also executive ability. United Broadcasting Company, 201 E. Erie St., Chicago, Ill.

A 15% Christmas bonus will be paid to any live-wire station salesman anywhere who is first to sell either or both of The Cardinal Company Xmas open-end packages in his town. See your Commercial Manager for details.

Good announcer with experience wanted by progressive Mutual station. Excellent salary right man. No trainees please, married preferable. Send photo, audition disc with first letter. Chief Announcer, KLO, Ogden, Utah. Immediate placement.

The **SCHOOL** *of* **RADIO TECHNIQUE**

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Help Wanted (Cont'd)

Announcer wanted. Experienced morning man; also versatile all-round experienced announcer, capable of doing good job on news and commercials. Major market, midwestern network regional. Give full information about yourself, including previous experience, salary expected, when available and phone number. All replies confidential. Box 503, BROADCASTING.

Exceptional opportunity in rapidly expanding organization for topflight announcer with first class ticket who wants to grow with alert, exceptionally program-minded station. Excellent salary for particular qualified man. Air-mail details and audition disc to L. W. Miller, KXOA Sacramento, Calif.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Wanted—Experienced girl for writing news, continuity, and handling traffic for newly established local station. Capital Broadcasting Co., Lewistown, Montana.

Experienced announcer for 1000 watt Mutual affiliate. Single preferred. Send disc, photo, references to WTOB, Winston-Salem, N. C.

Wanted—A good, all-round announcer for 5 kw midwest CBS outlet. Salary commensurate with ability. Send all details, including photo and audition disc to WKZO, Kalamazoo, Michigan.

Transmitter operator—No experience necessary, $40 per week. Wire immediately, WSSV, Petersburg, Virginia.

Wanted—Announcer with good voice, good delivery, for newscasts and other commercials. Ideal working conditions. Old, established network affiliate in progressive Pennsylvania community. Write Box 495, BROADCASTING.

Wanted—Combination men. Plenty of experience in announcing, handling speech input and transmitter. First class ticket required. New 1000 watt station. Real opportunity for the right man. Write Edwin H. Estes, Manager, Radio Station WGWD, Gadsden, Alabama.

Can you sell? Daytime network station in middlewest area of 225,000 with big industry and manufacturing wants experienced, aggressive salesman with proven sales record. Good draw against commission. Ideal city to live in. Box 491, BROADCASTING.

Seasoned announcer. Minimum one year commercial experience. Excellent salary. plus talent. Send photo, disc, complete details to Manager, WGAC, Augusta, Ga. (5 kw, 580 kc ABC).

Receptionist-stenographer. To handle incoming telephone calls, dictation and type reports. Chicago office of large broadcasting corporation. Experience not essential. Excellent opportunity for a beginner to learn broadcasting and advertising business. Not a large starting salary, but a permanent job with opportunity for advancement. Box 502, BROADCASTING, Chicago.

Combination farm director and early morning man for 50,000 watt southern station. Must be able to handle staff work and MC hillbilly shows. Box 501, BROADCASTING.

FOR SALE

Part Interest
Seattle Radio Station

150 shares representing 7½% total outstanding stock in radio station KXA, Seattle, is offered subject to prior sale at $134 per share. This station presently operates daytime with a kilowatt on 770 kilocycles with excellent possibilities of becoming fulltime and increasing its power. KXA is making a good return at the present time with possibilities of having increased earning power. The first qualified prospect prepared to act gets this attractive stock interest in a fine station. Plan on seeing us at the NAB Convention in Atlantic City. We will be at the Hotel Shelburne, September 15-18, Atlantic City. Phone 4-8131.

BLACKBURN-HAMILTON CO.
Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn, 1011 New Hampshire Ave. National 7405	Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672

Situations Wanted

Newsman—Thoroughly experienced, intelligent rewrite — good, capable announcer — mature, sober, conscientious, $75.00 minimum. Presently employed. Box 333, BROADCASTING.

Selling or administrative position. Presently employed as assistant to regional sales manager of leading ET firm. Have late model car for use in connection with position. Wish salaried position, progresively commensurate with ability demonstrated. Available on two weeks' notice. Box 354, BROADCASTING.

NBC producer-writer, thoroughly experienced all phases, 36, single. Seeks position program manager-producer. Go anywhere for good opportunity. Former actor, can handle some announcing and ad-lib interviews. Excellent references. Box 357, BROADCASTING.

News editor. Now wire editor of 5-edition daily newspaper. Formerly announcer on leading record station (Baltimore) and network affiliate. Age 32. Box 358, BROADCASTING.

AFRS Director of Radio returning to civvies in March, 1948. Desires managerial or PD with sound station. Write Box 369, BROADCASTING.

Chief engineer available—Completely experienced in all phases of transmitter studio operation and directional systems. Complete installation experience up to 50,000 watts. 33 years, college graduate, veteran, married. Write Box 408, BROADCASTING.

Producer-director. Dramatic or musical shows. Complete handling of spots and jingles. Salary $15,000. Box 409, BROADCASTING.

Timebuyer with experience in market analysis in 300 U. S. markets wants change to eastern position. Available interview September. Box 416, BROADCASTING.

New England stations. Program director, Texas independent, wants return to native New England. Experienced programming, continuity, production, public relations. Box 428, BROADCASTING.

Operator first class desires transmitter position in any metropolitan area paying $60 minimum. 5 kw experience, reliable, single. Available two weeks notice. Box 448, BROADCASTING.

Television engineer—Experienced, competent. Can save you valuable time breaking in new staff. For full details or interview write Box 449, BROADCASTING.

Announcer-salesman—Planning an interview trip from Chicago to Miami leaving around the last of September. I may be the man you are looking for, so let me show you what I offer, in person. No station too small if it offers opportunity. All replies acknowledged. Box 457, BROADCASTING.

Engineer now operating one kilowatt transmitter would like to join progressive station. Future more important than starting salary. Box 459, BROADCASTING.

Continuity writer with wide experience in all phases of radio desire position with progressive station interested in promotion and merchandising. Box 462, BROADCASTING.

Experienced transmitter engineer, 1st phone license, desires position Florida stations. Box 463, BROADCASTING.

Top announcer—11 years experience in sports, special events, continuity and programming with freelance background. Available immediately. Offer something with future. Box 464, BROADCASTING.

Program manager—Now announcer-director with 50 kw station. Experience and ability in all phases of programming, production and administration. Family man anxious to locate permanently in responsible spot. Future possibilities important. Box 468, BROADCASTING.

COMMERCIAL CONTINUITY & SALES SERVICE. Michigan AM-FM operation wants man in late twenties or early thirties who has handled commercial continuity and sales service for at least three years at the same station. Ambitious announcers need not apply. Send photograph and salary requirements with application.

Box 401, BROADCASTING

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Situations Wanted (Cont'd)

Staff announcer, 26, versatile, single. Available Oct. 1. Three years experience in 250, 1000, 5000 watt stations. Excellent references from past employers. Go anywhere; prefer New England or eastern seaboard. Box 469, BROADCASTING.

Chief engineer—Installation experience, AM & FM, 7 years radio, 250 w to 50 kw. Prefer midwest. Box 471, BROADCASTING.

Announcer—Thoroughly experienced all announcing, news, disc jockey, remotes, etc. Returning to first love, the northeast. Desire New York or vicinity. Will consider any place in northeast. Selling voice, proven mail pull. 25, married, capable, mature. Presently employed. Available two weeks. Will be in New York time this ad is run for personal interviews. Box 472, BROADCASTING.

Good announcer, no genius, wants fair deal. Midwest, northwest. Presently employed CBS affiliate south. Box 474, BROADCASTING.

Woman's commentator desires change. Now employed at 5000 watt network affiliate. Experienced in women's programs and continuity. College background. Box 475, BROADCASTING.

Engineer—chief or operator, experienced all phases, including directional arrays, twelve years broadcast, steady. Box 476, BROADCASTING.

Chief engineer—8 years training and experience including FM. Over year technician-in-charge at Service Communication Maintenance Base. Past 14 months chief engineer 250 watt broadcast station. Prefer install and remain chief new station. Solid theory background. 26, married, no children. Write for details. Box 477, BROADCASTING.

Vocalist—Top stations, hotels for 15 years. Box 484, BROADCASTING.

Attention New England. Experienced network announcer desires position with network affiliate. 8 years experience, married, 2 children, hard working and sober. Must be permanent. Presently employed Washington, D. C. Box 485, BROADCASTING.

Announcer—5 years experience all phases. Available for personal auditions in midwest. Ward, 7230 Yates Avenue, Chicago, Ill.

Announcer, continuity writer—on the ball. Vet, 24, ambitious. Trained Chicago radio school. Eager for start in radio. Try me—will travel anywhere. Marvin Roever, Forest Trailer Park, Park Ridge, Illinois.

Attention—Station managers and program directors—Announcer, veteran, married, age 23, wants to settle down in small town anywhere and raise a family. New at the game, but just wants a chance to show what he can do. He is ambitious, hard working, reliable, salary unimportant, will take on the job training, wants a position where he will receive plenty of hard work. C-mon fella's give him a break, that's all he needs is one break. Whataya say! Richard Terry, 168 East 38 Street, NYC.

Love that job! Love that boss! But don't love New England winters. Brrrrr! Been saying that for 16 years as WDRC transmitter engineer, last 7 as supervisor. Also, experienced in advertising and radio writing. Will accept best offer from Florida, Texas, N.M., Ariz., or California. Franklin Keefer, WDRC, Hartford, Conn.

Announcer—Single, vet. Trained accredited Chicago radio college. Can write continuity. Will travel. Mare Leon, 5234 S. Drexel Ave., Chicago 15, Ill., Fairfax 1886 .

1st class phone just obtained. Want operational or equipment maintenance work anywhere. Contact K. MacGregor, 5155 Second, Detroit, Michigan. Will answer all replies.

Announcer, engineer first phone. Inexperienced. Dick Hawkins, 4407 N. Francisco, Chicago.

Announcer. Completed one year broadcasting course. Single, 24. Willing to start as apprentice announcer in 250 watter at reasonable salary. Available immediately. Peter Lewicki, 4812 S. Avers Ave., Chicago 32, Illinois.

Announcer. Dependable, versatile. Inexperienced, but capable. Thoroughly trained at broadcasting school. Desire permanent position. Mike Zepin, 4430 Sheridan Road, Chicago, Illinois.

Announcer. Vet, 25, single. One year radio school training all phases. Desire position with progressive station. Disc and photo on request. Lawrence Bosi, 3101 W. 5th Avenue, Chicago.

Situations Wanted (Cont'd)

AM, FM, and television engineers, technicians, combination men. All first class. Contact R. E. Hinkel, Central Radio & Television Schools, 1644 Wyandotte Sts., Kansas City, Missouri.

Program director, 30, five years experience network and independent station operation. Excellent musical background. Go anywhere. Jerome Oppel, 242 N. Western Ave., Los Angeles.

Engineer. 1st phone-Loran & APQ 13 Radar instructor. Radio, transmitter and television trained. Vet. RCA grad. Box 486, BROADCASTING.

Engineer. Two years experience. Vet, 24, good background. 1st phone, 2nd telegraph. Excellent announcing voice, invaluable sales experience. References. Box 487, BROADCASTING.

Announcer. Vet, single, grad radio school. Pleasant selling voice. Will travel. Disc, photo. John Blickley, 2037 Belmont Ave., Bronx 57, N. Y.

Engineer. 1st phone and telegraph. 4 years Marine, Pan American Airways experience. Married. Will travel. Box 488, BROADCASTING.

Program director. Strong production and sales background. Box 489, BROADCASTING.

Announcer, 2 years experience all type shows. Age 23, married to woman's editor 2½ years experience, college graduate. Console operators. Box 490, BROADCASTING.

Engineer, first class. Married. Two years broadcasting, six months announcing, three years Army installation and maintenance. Now employed as chief engineer, installed same throughout. Desire change where living quarters are possible to find. Prefer installation of new station. Available on three weeks' notice. Box 494, BROADCASTING.

General manager available. 15 years experience all phases station operation. Married family man, top record and references. South only. Confidential. Box 493, BROADCASTING.

Wanted—A station with a future. One that can turn a sincere, dependable, likeable announcer into dollars in their pocket. No glamour boy, but no plugger. Just an announcer who likes his job and wants to earn his keep. Carl O. Mackenzie, 55 Eaton St., Bridgeport, Conn. Phone 6-2932.

Commercial manager experienced in local and national sales as well as hard work and cash-register thinking. Available Oct. 1. Box 492, BROADCASTING.

Experienced announcer, looking to progressive southern market for position now available. Excellent references. Disc, photo on request. Tel. 9-4687, Hartford, Conn.

Announcer—Immediately available. Vet, single, university graduate. Class A ham ticket. Capably handles commercials, newscasts, ad-lib and live talent shows. Musical continuity no problem. Can write effective copy and sell. Go anywhere. Photo, disc on request. Write S. J. Shalett, 5144 Cornell, Chicago 15, Ill.

Announcer. Veteran. Graduate of oldest school of broadcasting in country. Trained in all phases of broadcasting by CBS instructors. Will try anything. Box 496, BROADCASTING.

Announcer—Single. Age 26. Year's training large Chicago radio school. Prefer midwest or western locality. Knows sports. Contact Bob Wilson, 1470 Warner Ave., Chicago, Ill. Phone Buc. 0565—7-9 PM.

There is a man and wife radio team with a disc jockey style that's on the beam. Experienced, saleable, promotion wise. All to help your Hooper rise. Will freelance or staff to fit your program scheme. Box 497, BROADCASTING.

Young man, 20, interested in announcing. Excellent qualifications. Willing to start from bottom on small station anywhere. Box 500, BROADCASTING.

As General Manager of southwestern kilowatt network station, I feel morally obligated to publish this announcement. We have a husband-wife team that can click with any staff. Each is capable and experienced. Man is presently Chief Announcer in charge of special events and woman is Continuity Chief and does good mike work. Both in late twenties and reliable in every way. They have reached the peak here and are definitely worth more than we can afford in this market. I dislike to have them leave but it would be unfair to hold them back. I'll be glad to tell you more about them, discs, etc.

Box 483, BROADCASTING

. . . ANNOUNCER

A good one with five years experience. Last two in large metropolitan area. Considerable special events work including moderator broadcast Princeton University round-table discussions, open forums, quizmaster for trans-Atlantic international network quizzes. Conduct outstanding morning show in city of 4 million. Executive capacities; can write, direct. Background: radio lecture, newscasting and six years newspaper work. Want good anchorage within 200 miles of Philadelphia. Age 32.

Box 480, Broadcasting

I AM A KEPT MAN!

Every employer tries to keep me—on his payroll! The present is a huckster. Now, at 30, with wife and child, I want to establish myself on the west coast. Proposition me with a future, decent housing and upward of $5000 a year and I'll show you the benefits of 10 years experience in announcing, writing, producing and programming.

BOX 481, BROADCASTING

SPECIAL EVENTS AND PUBLIC SERVICE DIRECTOR. Michigan AM-FM operation wants man in late twenties or early thirties who has handled special events and public service programs for at least three years at the same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 390, BROADCASTING.

Engineering Director—Capable assuming full technical charge of planning and supervising installation and operation of new Metropolitan FM stations in three midwest cities. Must have installation experience. Good salary. Give experience, education and availability for interview.

Box 421, BROADCASTING

AVAILABLE

Program director 20 years experience in all fields writing, production. Excellent record in both commercial and public service, transcription network and locally produced shows. Excellent references.

BOX 482,
BROADCASTING

General Manager—Successful selling experience and also promotion of public service programs. Interested in starting with new FM station at construction stage. New metropoliton FM station in midwest city. Give education, experience and availability for interview.

Box 422, BROADCASTING

For Sale

Two GE Model 51 wire recorders—complete accessories—spare spools each $425; pair $800. Two Collins lighting chokes, heavy duty type 23EI each $67.50; pair $125. Two UTC 3-AX equalizers each $67.50; pair $125. Radio Station WHBF, Rock Island, Illinois.

For sale—Eastern seaboard 1000 watt daytime regional station showing profit. All modernly equipped, full staffed. Make best offer. Box 479, BROADCASTING.

For sale—Presto I-C recording head 8 ohms—Top condition—$80.00. Med Maxwell Productions, 609 People's Trust Building, Fort Wayne, Indiana.

Be prepared for power failures with our electricity generating units. Rebuilt, guaranteed. Gasoline and Diesel engine driven. Special offering: 28,000 watts, AC, 3 phase, 110 or 220 volts, Hobart generator; direct-connected to Hercules gasoline engine. Complete with panelboard $1295.00. Various other sizes. Write, wire, phone your requirements. Ace Machinery & Equipment Co., 630 Constitution St., Baltimore 2, Maryland. Lexington 0534.

For sale—New General Electric two-studio consolette, 4BC1A1, with complete set of tubes. Equipment never used. Also, twelve sheets expanded copper mesh screen. WJOL, Joliet, Illinois, 4761.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

For sale—New 6-N portable Presto Recorder complete with equalizer and switch and two lead screws. Full price $700 delivered. KCID, Caldwell, Idaho.

For sale—Presto model "L" playback, like new. $235. Two new Shure model 556-A mikes, $60 apiece. Radio Station KOME, Tulsa, Oklahoma.

For sale—New Presto recording equipment models K-Y and 6-N. Immediate delivery from stock. Call or wire Scranton Radio and Television Supply Co., Scranton, Penna.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

New mashers 5 kw, 110 volt AC, 60 cycle gasoline generator less starting battery. First check $500. FOB, Elberton, Ga., Dave's Music Shop.

Transcription turntables—2 Fairchild No. 227 factory reconditioned, like new, with unused portable cases. Installing new consoles. Cost $400. Price $300 each. KFEL, Albany Hotel, Denver, Colo.

1-CRO-3A 3-inch cathode ray oscilliscope; 1-YMW-1 volt-ohm test meter Grade A; 1-TC-3A tube checker for receiver type tubes; 1-Model 201-B audio oscillator; 1-set hi-fidelity headphone, type 1002-F; all equipment brand new, in original packing. Business Manager, Rutland Herald, Rutland, Vermont.

250 watt transmitter. WE 310-B. Adjusted for 250-100 watt operation. Available immediately due to power increase. Includes tubes and many spare parts. WKAT, Miami Beach, Florida.

Wanted to Buy

Wanted to buy—Experienced broadcaster will buy part or all of CP or going station. Location unimportant, but quick action forthcoming if potential is there. Box 465, BROADCASTING.

Miscellaneous

Antenna resistance measurements, coverage maps, installation. Professional qualified engineers. Box 458, BROADCASTING.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Need jokes? Quiz questions? Silly song titles, etc? Investigate 15 page "Material Storehouse". Issue 1—$1.00. Box 498, BROADCASTING.

Would anyone swap on suitable terms a field intensity meter for immediate use in return of a new Federal meter promised for delivery in January. Box 499, BROADCASTING.

DALLAS GIVEN SECOND VIDEO GRANT BY FCC

SECOND television station for Dallas was authorized by FCC last Thursday in a grant to Lacy-Potter Television Broadcasting Co. for a new station using Channel 8 (180-186 mc). The grant provides for operation with 35 kw visual and 18.5 kw aural power, with antenna height 489 feet above average terrain.

The grantee company is owned by Rogers Lacy and Tom Potter, Texas oil men, who plan to locate the station atop a projected 47-story, $12,000,000 hotel building and to provide video reception in each room [BROADCASTING, Aug. 11]. Mr. Potter also is an applicant for AM stations at Seminole, Okla., and El Dorado, Kan. Cost of the Dallas station was estimated at $300,000. An earlier television grant for Dallas is held by KRLD Dallas.

Transfer Approved

INVOLUNTARY assignment of license of WCOL Columbus, Ohio, was granted by FCC last week to show transfer of a 25% interest of the late Milton A. Pixley to Grace M. Pixley. Milton Pixley died July 1. With the transfer ownership of WCOL and WCOL-FM is: Lloyd A. Pixley, 45%; Martha P. Pixley, 15%, and Grace Pixley, 40%. Licensee partnership is The Pixleys.

WHAB Expects to Begin Operations After Sept. 20

WHAB Stroudsburg, Pa., "The Voice of the Poconos," is planning to go on the air soon after Sept. 20, operating with 250 w on 840 kc. Owned and operated by Harold B. and Anne L. Newman, and staffed mainly by ex-GI's, the station will be serving northeastern Pennsylvania and nearby New Jersey.

Joe Webster, ex-Marine and formerly of WPAM Pottsville, Pa., is program director. Announcers include Sydney Jaffe and Jack Anderson, both Army veterans. Chief engineer is George A. Reinhart, graduate of Naval Air Technical Training School. His assistants are Jesse Weiss and Ernie Transue.

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BROADCASTING

Findings of Transmitter Building Survey

Western Electric's Study Shows Best Procedures

RESULTS of an exhaustive nationwide survey by the Western Electric Co. on the location, design, cost and construction of practical and efficient broadcast transmitter buildings are presented in the September issue of *Western Electric Oscillator*.

The survey is summarized in five sections, first of which presents a step - by - step discussion of site selection, layout of the building and construction methods under the heading, "Building the Home for Your Broadcast Transmitter."

General conclusions reached as a result of the survey are discussed in a section headed, "A Survey Study of 610 Broadcast Transmitter Buildings." This section reviews and analyzes the replies to a questionnaire which Western Electric sent to broadcasters.

There is a section on "Transmitter Buildings With a Future," presenting six original designs for modern transmitter buildings prepared by Deigert and Yerkes, communications architects of Washington, D. C.; another section headed "Six Outstanding Buildings of Today," which includes floor plans and interior and exterior photographs of six transmitter buildings of exceptional quality now in use, and a section headed, "The Face of the American Transmitter Building," showing the exteriors of 24 attractive buildings of varied style, location and size.

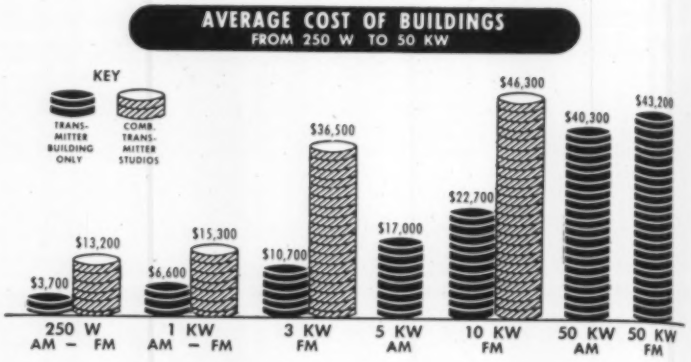
Also included is a listing of "do's" and "don'ts" to aid broadcasters in planning and constructing transmitter buildings.

In the section summarizing replies received from 610 broadcasters to Western Electric's questionnaire it is pointed out that "it is possible for the first time to generalize about the character of the transmitter building which has developed after two and a half decades of broadcasting in America."

Among the general conclusions are these, the article says:

The American transmitter building is most often a single-story structure of brick or concrete, in a style which its owners regard as "modern."

It was built almost entirely be-



DO'S

- Check local zoning restrictions.
- Consult C. A. A. on tower height.
- Allow room for expansion, if this is contemplated.
- Check building plans with fire insurance consultant to get lowest rates.
- Check rainfall, snowfall, wind conditions, temperature range, etc. at site.
- Secure complete installation information from transmitter manufacturer.
- Have doors wide enough for moving in equipment.
- Plan location of all interunit wiring before construction begins.
- Provide enough workshop and storage space.
- Provide sleeping facilities, if only for emergency use.
- Arrange to keep temperature in operating areas at comfortable level for personnel.
- Provide dirt-free air for transmitter and operating areas.
- Isolate transmitter heat from building cooling system.
- Provide kitchenette facilities, particularly if food is not available nearby.
- Place convenient outlets near all equipment.
- Provide rack space for all the audio and test equipment you will need.
- Ground any large conducting parts of building frame.
- Make your building an attractive, efficient home for your transmitter—and a building in which employes will enjoy working.

DON'TS

- Select a site until you have checked costs of roadways, building services and utilities.
- Plan other rooms until you have laid out transmitter room and control room.
- Place washroom at too great a distance from control desk.
- Buy land for AM site without considering need for directional array in the future.
- Use building power circuit which is subject to heavy, irregular loading by other tenants.
- Put high-voltage units or wiring where they will endanger personnel.
- Place "interlocked" areas so they block normal access to other rooms or equipment.
- Put audio, power lines in same raceway without shielding.
- Allow small metal parts in building to become hot from induced r-f energy.
- Put up a transmitter building in your community which misrepresents you and the character of your business.

Continental

(Continued from page 64)

WIBX-FM, Utica, N. Y. (from WBCA or WSYR-FM)
WGTR, Paxton, Mass. (from WDRC-FM**)
WMNE, Mt. Washington, N. H. (from WGTR)
WXHR, Cambridge, Mass (from WGTR)
WNLC-FM, New London, Conn. (from WGTR)
WIZZ, Wikes-Barre, Pa. (from Alpine*)
WBCA, Schenectady (from Alpine*)
WBIB, New Haven, Conn. (from Alpine*)
WDRC-FM,** Hartford, Conn. (from Alpine*)
WFMZ, Allentown, Pa. (from Alpine*)
WBAB-FM, Atlantic City (from Alpine*)
WLAN-FM, Lancaster, Pa. (from Alpine*)
WLOB, Claremont, N. H. (from WBCA)
WCFR, Fall River, Mass. (from Alpine*)
WABX, Harrisburg, Pa. (from WLAN-FM)
WXNJ, Plainfield, N. J. (from Alpine*)
WFMO, Jersey City, N. J. (from Alpine*)

* From either W2XMN or W2XEA.
** Hartford acts as a relay station from Alpine to Paxton, through WDRC-FM.

Sponsor Promotion

Many FM broadcasters and radio advertisers have shown a considerable interest in the commercial possibilities of Continental. Stromberg-Carlson, its first advertiser, is backing up its sponsored FM show with an elaborate tie-in and associated promotion campaign among Stromberg dealers and distributors in conjunction with its *Treasury of Music* program over Continental.

Continental is successful because its operation has hit the bull's eye of an intense industry interest now focused on FM. Continental's operation has established that FM networking is both practical and economical, verifying the predictions made by Dr. Edwin H. Armstrong several years ago. Continental has proven that within regional areas the rebroadcasting of programs by and between FM stations themselves is entirely satisfactory, low in cost, higher in fidelity than by the use of available land lines and essentially foolproof when properly engineered.

In closing this article on Continental, I would like to express my appreciation and thanks to all interested parties who have made Continental a success and its expansion so rapid and widespread. It has been the work not of a single man nor of a small group of men, but has been accomplished by the fine enthusiasm and interest of all member stations, the press, and a devoted and sincerely interested listener audience.

THREE LEADERS in first sponsored FM network series discussed plans on eve of opening broadcast Sept. 12. Twenty-six FM stations in the East carried the program. L to r: George Driscoll, WHFM Rochester; Stanley H. Manson, advertising and public relations manager, Stromberg-Carlson Co., the sponsor; Everett Dillard, originator of Continental network and operator of WASH Washington and KOZY Kansas City.

tween 1935 and the present, with certain classes—in particular the FM stations—built heavily in 1946 and 1947.

The use of combined studio-transmitter installations is concentrated strongly in the 250-w stations, of which about half are of this type.

Waste transmitter heat is used to heat building areas in a substantial majority of the buildings covered in the survey.

"A number of the technical features and building services that stand out as winning more or less general acceptance," the article asserts, "are: air conditioning for the building; high-capacity exhaust fans to move hot air out of the transmitter room; electrostatic precipitators for cleaning the air; emergency power sources, emergency studios."

Among technical and architectural features declared to have definitely proved themselves in use are: a water screen on the roof to provide insulation; an enclosed entry to keep dirt from getting in the transmitter room when persons enter the building; glazed tile to make a removable control room wall easy expansion, bonding and grounding of metal lath to make an r-f screen around the building.

The fact that proper housing of a radio transmitter is a subject of "vital importance" to the industry is emphasized in the foreword to the *Western Electric Oscillator* treatise on the survey, which says in part:

"We discovered quite early in our investigations that there is a close correlation between good stations, good station operations and good transmitter buildings. We discovered, too, that those outstanding managers and owners who do most to live up to the responsibility inherent in a station grant are those who also build well when they come to make a home for their transmitter.

"A good building brings dividends in so many ways. It is an added incentive to the operating personnel who work and live in it. It is an expression of the belief in the present and future of the industry, and it says to the public that this profession of ours, radio broadcasting, is solid and of value to the community and the nation."

Results of Survey of U. S. Transmitter Building

ITEMS OF SURVEY	250 WATT AM–FM	1 KW AM–FM	3 KW FM	5 KW AM	10 KW FM	50 KW AM	50 KW FM
1. Location of Transmitter							
(a) In its own building	88%	89%	53%	96%	90%	100%	92%
(b) In office or other building	12%	11%	47%	4%	10%	—	8%
(a) In city	20%	18%	47%	4%	21%	—	7%
(b) Edge of city	68%	48%	20%	35%	51%	6%	50%
(c) Country	12%	34%	33%	61%	28%	94%	43%
(a) Percent having separate transmitter building	49%	86%	74%	96%	79%	100%	100%
(b) Percent having combination studio-transmitter building	51%	14%	26%	4%	21%	—	—
Average distance between transmitter and studios	9 mile	3.4 miles	5.3 miles	7.7 miles	5.8 miles	13.4 miles	14.5 miles
2. Year Building was Constructed							
(a) 1947	16%	41%	12%	7%	37%	3%	42%
(b) 1946	32%	24%	16%	6%	22%	10%	—
(c) 1940-45	21%	16%	32%	44%	22%	47%	33%
(d) 1935-39	23%	7%	24%	36%	16%	23%	17%
(e) 1930-34	3%	5%	—	4%	3%	17%	—
(f) Before 1930	5%	7%	16%	3%	—	—	8%
3. Type of Architecture							
(a) Contemporary	52%	51%	72%	65%	77%	59%	50%
(b) Traditional	5%	7%	—	15%	15%	13%	8%
(c) Other	43%	42%	28%	20%	8%	28%	42%
4. Type of Construction							
(a) Brick	23%	19%	50%	36%	32%	69%	80%
(b) Wood	40%	21%	4%	6%	7%	6%	—
(c) Concrete	25%	31%	35%	22%	29%	16%	20%
(d) Cinder Block, Prefabricated or other	12%	29%	11%	36%	32%	9%	—
5. Basement, percent of buildings having	26%	26%	53%	51%	35%	56%	43%
6. Total Number of Floors (excluding basement)							
(a) One	86%	92%	75%	85%	73%	60%	46%
(b) Two or more	14%	8%	25%	15%	27%	40%	54%
7. Use waste transmitter heat to heat building areas, percent	47%	50%	67%	71%	70%	65%	83%
8. Landscaping grounds, average cost	$670	$935	$2200	$1400	$1400	$2350	$1700
9. Land for building and towers, average area — acres	6	15.3	24.5	45	24	47.5	45.3
10. Visitors to transmitter building, average number per week	95	88	96	15	30	11	18
11. Auto Parking Area							
(a) Percent having	71%	65%	80%	80%	84%	89%	64%
(b) Average size	5000 sq.ft.	2280 sq.ft.	2500 sq.ft.	3400 sq.ft.	2600 sq.ft.	2880 sq.ft.	1170 sq.ft.
12. Station Call Sign displayed prominently on building, percent	65%	54%	69%	86%	74%	77%	58%
(a) Unilluminated	31%	39%	45%	40%	27%	21%	57%
(b) Incandescent illuminated	23%	24%	15%	20%	18%	29%	29%
(c) Neon illuminated	46%	37%	40%	40%	55%	50%	14%

	250 WATT AM–FM		1 KW AM–FM		3 KW FM		5 KW AM	10 KW FM		50 KW AM	50 KW FM
	Transmitter Building Only	Comb. Transmitter-Studio Bldg.	Transmitter Building Only	Comb. Transmitter-Studio Bldg.	Transmitter Building Only	Comb. Transmitter-Studio Bldg.	Transmitter Building Only	Transmitter Building Only	Comb. Transmitter-Studio Bldg.	Transmitter Building Only	Transmitter Building Only
13. Average Cubic Volume of Buildings	5300 cu.ft.	19,100 cu.ft.	7200 cu.ft.	21,000 cu.ft.	17,600 cu.ft.	30,500 cu.ft.	20,600 cu.ft.	30,800 cu.ft.	51,000 cu.ft.	57,600 cu.ft.	39,100 cu.ft.
14. Building Facilities											
Office space											
(a) percent having	26%	86%	25%	78%	35%	63%	44%	39%	100%	78%	71%
(b) average size	260 sq.ft.	540 sq.ft.	227 sq.ft.	1002 sq.ft.	697 sq.ft.	460 sq.ft.	205 sq.ft.	130 sq.ft.	1274 sq.ft.	168 sq.ft.	461 sq.ft.
Studio space											
(a) percent having	25%	100%	14%	100%	18%	100%	23%	26%	100%	16%	21%
(b) average size	317 sq.ft.	508 sq.ft.	255 sq.ft.	914 sq.ft.	136 sq.ft.	1667 sq.ft.	227 sq.ft.	135 sq.ft.	1000 sq.ft.	135 sq.ft.	555 sq.ft.
Storage space											
(a) percent having	71%	71%	53%	74%	78%	100%	78%	70%	100%	88%	86%
(b) average size	195 sq.ft.	246 sq.ft.	147 sq.ft.	358 sq.ft.	259 sq.ft.	270 sq.ft.	519 sq.ft.	300 sq.ft.	376 sq.ft.	606 sq.ft.	966 sq.ft.
Workshop											
(a) percent having	78%	72%	81%	79%	75%	75%	88%	91%	100%	94%	93%
(b) average size	124 sq. ft.	142 sq.ft.	125 sq.ft.	163 sq.ft.	190 sq.ft.	263 sq.ft.	191 sq.ft.	236 sq.ft.	202 sq.ft.	278 sq.ft.	320 sq.ft.
Garage											
(a) percent having	18%	9%	21%	7%	43%	13%	59%	39%	40%	81%	64%
(b) average size	258 sq.ft.	551 sq.ft.	240 sq.ft.	400 sq.ft.	397 sq.ft.	200 sq.ft.	319 sq.ft.	496 sq.ft.	350 sq.ft.	559 sq.ft.	452 sq.ft.
Sleeping quarters											
(a) percent having	26%	21%	26%	9%	52%	25%	54%	39%	—	47%	64%
(b) average size	122 sq.ft.	178 sq.ft.	200 sq.ft.	125 sq.ft.	304 sq.ft.	58 sq.ft.	162 sq.ft.	260 sq.ft.	—	403 sq.ft.	194 sq.ft.
Kitchen											
(a) percent having	11%	15%	26%	22%	52%	33%	54%	52%	20%	81%	57%
(b) average size	79 sq.ft.	128 sq.ft.	65 sq.ft.	101 sq.ft.	116 sq.ft.	58 sq.ft.	102 sq.ft.	73 sq.ft.	240 sq.ft.	146 sq.ft.	74 sq.ft.
Shower Room											
(a) percent having	33%	23%	30%	13%	48%	38%	64%	78%	—	84%	93%
(b) average size	32 sq.ft.	40 sq.ft.	39 sq.ft.	62 sq.ft.	48 sq.ft.	26 sq.ft.	39 sq.ft.	51 sq.ft.	—	62 sq.ft.	88 sq.ft.
Employees' Lounge											
(a) percent having	12%	31%	7%	30%	13%	25%	10%	2%	60%	16%	21%
(b) average size	49 sq.ft.	108 sq.ft.	95 sq.ft.	160 sq.ft.	190 sq.ft.	—	109 sq.ft.	208 sq.ft.	332 sq.ft.	380 sq.ft.	121 sq.ft.
Visitors' Lounge											
(a) percent having	13%	49%	9%	74%	22%	25%	10%	22%	100%	31%	—
(b) average size	153 sq.ft.	257 sq.ft.	99 sq.ft.	360 sq.ft.	188 sq.ft.	—	114 sq.ft.	152 sq.ft.	238 sq.ft.	240 sq.ft.	—
15. Cost of Buildings (excluding land and equipment)	(The figures below cover whole period of construction going back to 1930 and are thus lower than prices prevailing at the present time.)										
(a) Average cost	$3700	$13,200	$6600	$15,300	$10,700	$36,500	$17,000	$22,700	$46,300	$40,300	$43,200
(b) Average cost per cubic foot	.70	.69	.91	.73	.61	1.12	.82	.74	.91	.70	1.10

FM Network Plans To Start on Nov. 1

Wisconsin-Minnesota Arrowhead Group Formed by Bridges

FORMATION of an FM network in Wisconsin and Minnesota has been announced by its general manager, W. C. Bridges, who pioneered the Arrowhead AM network (WEBC Duluth, Minn., WMFG Hibbing, Minn., WHLB Virginia, Minn., WEAU Eau Claire, Wis., and WJMC Rice Lake, Wis.).

Mr. Bridges

Scheduled to begin operations Nov. 1, the Arrowhead FM network will have as its key outlet 65-kw WDUL Duluth, on the air since March 1940. Also included in the original basic group of three stations will be WJMC-FM and WEAU-FM. Plans are under way, Mr. Bridges said, to expand the network next summer to include a station on Rib Mountain at Wausau, Wis., and possibly another station in Wisconsin's capital, Madison.

Minimum schedule of six hours daily is planned for the initial stage of network's operation. Programming will emphasize music, news and outstanding special events. Earl Henton, Duluth, is program director.

H. E. Westmoreland is sales manager of the new FM network; C. B. Persons is technical director; Fred Forgette, promotion manager; N. P. Gill, chief engineer; M. H. Josephson, news editor.

Fire Fighters

CBS last week discovered it had two forest fire fighters among its executives when J. Kelly Smith, CBS director of station relations, and Jack Van Volkenberg, general sales manager of Radio Sales, received $3 checks from the Michigan State Dept. of Conservation. The checks were in payment for five hours of forest fire-fighting they put in while vacationing near Ishpeming, Mich., last month.

INTEREST IN FM, VIDEO GROWING IN AUSTRALIA

"TESTS by the Postmaster-General's Dept. have shown that frequency modulation in Australia is technically possible," says the Brisbane (Australia) *Telegraph*. Whether FM would be a commercial proposition, however, the paper continues, depends on the Parliamentary Standing Committee on Broadcasting.

"Television," adds the *Telegraph*, "also is regarded as a technical possibility capable of introduction within two years." FM experiments have been successful from the giant P.M.G. tower in Melbourne, according to the story.

"It is estimated that with approval," says the paper, "television could be introduced with imported equipment in 12 to 18 months. The dollar position no doubt would restrict imports, however. Even if most of the equipment were manufactured in Australia, the screens for picking up the images still would have to be imported in the initial stages."

Atlantic City Is Also Scene Of Lengthy ITC Discussions

TOWER OF BABEL at Atlantic City since May 15 has been dedicated to insuring the airwaves of the world against confusion. But the resemblance of the International Telecommunications Conference ends with its collection of languages—there are 76 nations represented—for the meetings have produced more tangible results than any other such convocation since Cairo.

Although it was hoped that the Cairo Telecommunications Convention would be completely revised this summer it has become necessary for the Conference to recast its plans calling for another conference, possibly within a year. This has been due to the need for much work on procedural, voting and membership problems.

In addition, echoes of political differences between the participating nations—a reflection perhaps of the dissension at Lake Placid where the United Nations are meeting—brought up unexpected controversy.

There are 514 delegates representing 76 countries in Atlantic City. The U. S. has the largest group — about 100 — led by FCC Chairman Charles R. Denny. The State Department's interests are overseen by Assistant Secretary of State for Transportation and Communications, Garrison Norton. The next largest delegation is that of the British with about 50 experts.

In addition there is a 254-man secretariat and about 45 official observers from 15 international organizations. Two nations which are not attending the conference as official guests have their own observers—Afghanistan and Costa Rica.

The Conference was broken down into three major meetings—Radio Administrative, opened May 16, Plenipotentiary, opened July 2, and High Frequency opened August 16—each of which should have finished before the next began. But the usual difficulties in the way of international agreement made it necessary to continue all three conferences concurrently.

Several concrete things have been accomplished, however. The International Frequency Registration Board has been established with 11 members. It will be with this board that member nations of the International Telecommunications Union will register their international frequencies. This board will be essential in preventing world radio communications from becoming a real Tower of Babel. The board will not go into operation as such until late in 1948.

Until that time it has a job cut out for itself just providing members with a provisional frequency list upon which they can base their immediate needs. The board, in other words, will provide a nucleus around which the final registration will be built.

Another accomplishment was the establishment of the International Radio Consultation Committee, a permanent body which will make long-range studies of technical problems.

Meanwhile, the ITU, the oldest international body in existence—it was founded in 1867—has made liaison with the newest group. A convention has been drafted which brings the ITU into a specific relationship with the UN. This in turn is part of a larger plan to bring all specialized agencies into liaison with the world group. The convention was sent to Lake Success where it was approved by the UN Economic and Social Council.

Telecommunications has thus been recognized as a world problem. The agencies to deal with it have been established and although they have not accomplished too much at the first long meeting, the way is open for other conferences—perhaps even this year—and the present organization is now on a permanent basis.

DELEGATES PICTURED CANDIDLY

BROADCASTING's Booth and Newsroom Set Up In Atlantic City's Convention Hall

CANDID photos of convention delegates are on display at the BROADCASTING Magazine booth (Nos. 19-21) at the NAB Convention in Atlantic City. The booth is located at the left of the equipment exhibit near the main reception lounge adjoining the auditorium in Convention Hall.

BROADCASTING also has set up a separate newsroom in Convention Hall—Committee Room No. 5. Phone numbers are 5-0184, 5-1188 and 5-1145.

The 20-foot booth presents photos of a group of 48 important time-buyers, all of them BROADCASTING readers. They control 87% of the dollar volume of national and spot and network time placements. Inside the booth are display pieces graphically illustrating the story of BROADCASTING's domination as an advertising medium.

Ample lounge facilities are available for visitors. BROADCASTING personnel will answer questions. Work of the Readers Service Dept. is depicted. Carry-all envelopes for the convenience of delegates are available at the booth. A telephone has been installed in the booth—5-0813.

News Sign

At the left of the main reception lobby is the BROADCASTING Trans-Lux electric news sign. News of the convention is flashed on the big sign every hour on the hour and at special periods.

Representing BROADCASTING at the convention are: From the Washington office, Sol Taishoff, editor and publisher; Art King, managing editor; J. Frank Beatty and Rufus Crater, associate editors; Eleanor J. Brumbaugh, secretary to the publisher; From the New York bureau: Bruce Robertson, senior associate editor; Edwin James, New York editor. BROADCASTING'S Philadelphia representative, Herman Brandschain will also be there.

Stationed at the booth are Julia King, BROADCASTING staff photographer, who is taking candid photos of delegates; Maury Long, business manager; S. J. Paul, advertising director; Bernard Platt, director of circulation and reader's service; Winfield R. Levi, promotion manager; Irving C. Miller, auditing department.

Seeks New Talent

GIVING new and promising young talent an opportunity to display acting ability, Whitehall Pharmacal Co. (Anacin, Kolynos toothpaste) division of American Home Products Corp., New York, Sept. 28 starts for 39 weeks *Hollywood Star Preview* on 123 NBC stations, Sun. 6:30-7 p.m., with West Coast repeat, 8-8:30 p.m. (PST). Different film star weekly is to introduce acting discovery who will be featured in an original light comedy drama. Veteran radio talent will support, with scripts written by freelancers. Joe Thompson has been assigned director-producer for Sullivan, Stauffer, Colwell & Bayles, agency servicing account. Jack Van Nostrand, West Coast manager of agency, will supervise.

GARRISON NORTON (center) addresses the conference at the formal opening, while fellow-speakers Charles R. Denny (l) and Gerald Gross take their places behind him on the rostrum.

PRE-SESSION meeting was called by (l to r) William Smith, Vatican City; G. C. W. Browne, E. W. T. Gill, and T. A. Stone, all of the Canadian delegation, of which Mr. Stone is chairman.

FCC CHAIRMAN DENNY and Dr. Nicholas G. deMendoza, director of radio of the Cuban Ministry of Communications and chairman of the Cuban delegation, enjoy themselves at the Cuban cocktail party.

The World's Frequencies Under Discussion

International Telecommunications Conference

CROSS-SECTION of the 77 nations represented includes (l to r): Anis El Bardai, Egypt; G. Emmerick, Netherlands; Raul Fontaina, Uruguay; Salvio Joaquin Maria Penas, Argentina; Robert V. Howley, Tropical Radio & Telegraph Co.

HERE ARE the portable booths used by simultaneous interpretors at the conference. System allows the speaker to use English, French, Russian or Spanish, and with less than a three-minute lag, the address is translated to listeners wearing small three-tube radios and headphones. Booths shown are the French and English ones. They can be moved from room to room quickly and easily.

ALEXANDER FORTOUSHENKO (r), chairman of USSR delegation, calls a meeting of technical coordinating committee to order. Mr. Fortoushenko is chairman of that committee. Col. Francisco Imbert (l), Argentina, is vice chairman.

DISTANCES are eliminated as (l to r) Eric C. Smith, chairman of the Union of South Africa delegation; Arthur Heribert Onnermark and Erik Halvar Nordenmark of Sweden rub elbows.

←

IT'S FOR FREE, explains Leslie W. Hayes (l) of United Kingdom delegation, as he shows telegraph facilities to Mukkavalli Lingappa Sastry, representative of Indian delegation.

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- ✔ **MOTION PICTURES** — A long string of first class westerns supporting Gene Autry, John Mack Brown, in addition to numerous musical shorts.
- ✔ **PERSONALS** — California's State Fair... Members of Camel Caravan Tours of U. S. Army Camps . . . Stars of Pasadena's Annual Sports Jamboree.
- ✔ **HONORARY TEXAS RANGERS** — Commissions from the Governor of Texas in a special coast-to-coast broadcast.
- ✔ **VARIETY REVIEWS** — "America's foremost singers of western songs" . . . "Class 'A' production" . . . "Swell showmanship".
- ✔ **STAGE APPEARANCES** — Stars of the KMBC Brush Creek Follies . . . Headliners at Kansas City's Tower Theatre.
- ✔ **BACK IN HOLLYWOOD** — Just completed, "The Last Roundup" starring Gene Autry, for Columbia . . . Half-hour Sunday radio show on KFWB.
- ✔ **TRANSCRIPTIONS** — Used by radio stations in three countries to provide enjoyment for millions and boost sales for sponsors.

The impressive success of "The Texas Rangers" can be yours by means of their electrical transcriptions. Over 500 songs are available to provide an almost endless combination of programs. The cost is based on the size of your market. Along with sponsorship of "The Texas Rangers" you have the added ammunition of a 48-page song book and picture album—an ideal give-away or self-liquidating offer. Hire "The Texas Rangers" to notch up Hooperatings and sponsors' sales . . . they have a proved record of success. Write — better yet, wire — for complete details.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

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